

AMERICAN BUILDER

GUIDE TO BETTER HOMES





WATER COLOR of Brick Industry
Home at Great Lakes Exposition.
See pages 102 and 103 for plans.

AMERICAN BUILDER

**Guide
to
Better Homes**

...

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Photo by Charles E. Knell

FOREWORD

Ten Commandments of Home Building

TEN commandments for the family which is building a home, to save it from pitfalls which ruin the house's rating with the mortgagee, have been compiled by the National Society of Residential Appraisers. The decalogue deals with common mistakes which account for many new houses being given a lower loan valuation than the builder feels to be justified, or for their being turned down by the conservative lender of mortgage money. Here are the fateful ten:

1. Don't build too pretentious a house on a cheap lot or vice versa. The ratio of house to land value should tend toward not less than 3 to 1 and not more than 7 or 8 to 1, in order to qualify before the appraiser and before the mortgagee who depends upon the appraiser's conclusions.

2. Don't put a squatty, low house on a low piece of ground, or a tall, thin house on the crest of a hill. In this connection it is suggested that where plans for the

house have been drawn up by an architect for a site different from the one for which they are now being used, extreme care should be taken that they fit the new location. The same warning applies to stock plans—see that they suit the topography of the land.

3. Don't put a large house on a small lot, nor set the house close to the street when you have a deep lot. One of the amenities of home ownership is availability of air, open space, some yard for the indulgence of the owner's sense of landscaping and gardening. When the house takes up practically all of the lot, this great advantage of home ownership is lost at the outset.

4. Don't build a garage detached from the house; but provide an entrance to the attached garage from the inside of the house. Make the garage large enough to house two cars.

Plan from Inside Out

5. Don't plan the exterior first and then force the interior to fit the outside plan. This is often the origin of the poorly laid-out house, an uneconomic use of the space.

6. Don't put cheap or out-of-date products and equipment into a house that is otherwise well built and modern. An example of this mistake is the placing of a bathtub with the old fashioned leg base in a modern house. It is possible to save \$100 on the plumbing and deprive yourself of \$500 in value in the finished home.

7. Don't have non-matching exteriors and interiors, as to quality of materials. It costs far more to repair inconsistencies of this kind after they have been built into the house than to avoid them in the beginning.

8. Provide a convenient space in the kitchen for the installation of a mechanical refrigerator, and avoid installation of antiquated heating systems without automatic control.

9. Have windows, doors, and radiators so placed that the normal amount and type of furniture can be arranged tastefully and easily in the rooms. Watch the location of the light plugs so that most modern electric equipment can be easily used.

10. Allow for closet space on the first floor and for ample closet space in connection with the bedrooms. Closet space is one of the distinct advantages which the single-family home can usually boast over the apartment dwelling and much potential value in the house is lost if such provision is neglected.

"The value of a house, from the appraiser's and the mortgagee's standpoint, is greatly influenced by the price it can command in the market," said H. O. Walther, vice president of the Society. "Therefore, in order to get the best rating with these agencies, a newly built house should be such as to appeal to the tastes and conveniences of the largest possible number of people, because the largest number of people with purchasing power make up the largest market." These "don'ts" gathered together by the Society attempt to give the prospective home builder a view of what suits the largest number of people in the matter of a new and present-day home.

An Illinois
home designed
by R. C. Hunter,
Architect,
New York City.

**NATURE
JOINS
BUILDER
TO
CREATE
LOVELY
HOMES**



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Working Plans—Estimated Costs

THE study of a book of home designs is sure to lead a good many home seekers, as well as building industry men, to inquire for working plans and specifications of houses illustrated. The *American Builder* is NOT in the stock plan business and does not have working plans to supplement the design suggestions presented in this book. This supplementary service should be secured, if needed, directly from the architect or building designer who originated the design and whose name and address in each instance are given.

These designs are offered with the primary purpose of guiding builders and designers—suggestions to them for their own planning and building activities. The best and most satisfactory planning service is that which is furnished by local men of competence and experience in this field. The best advice to any home seeker desiring to build is to search out the local man who has a reputation for building good houses. Intelligence and sympathetic interest applied at home and with full knowledge of local conditions, tastes and standards produce, on the average,

much more satisfactory results than out-of-town, long distance advice, even from the most expert.

AN estimated cost, scientifically accurate, for each and every community regardless of varying cost factors, is given for each of the home designs illustrated in this book. These costs are figured under the "House Valuator System" by Mr. A. W. Holt, well known estimating authority and inventor of this accurate method of local cost determination. The cost to build each design is indicated by the Cost Key appearing under each. This is further explained on page 8. Under this system local dealers and contractors cooperating quickly and accurately determine the cost in their local community, taking into account all local cost factors of wage scales, freight rates and construction methods.

In offering this book compiled from the best of *American Builder* designs, the Editors reiterate that in residential construction no problem is of greater importance today than that of good design. The *American Builder*, published monthly, has for years been foremost in advocating style in design, with sturdiness in construction and modernity in equipment. These three combine to make a thoroughly good and satisfactory home.

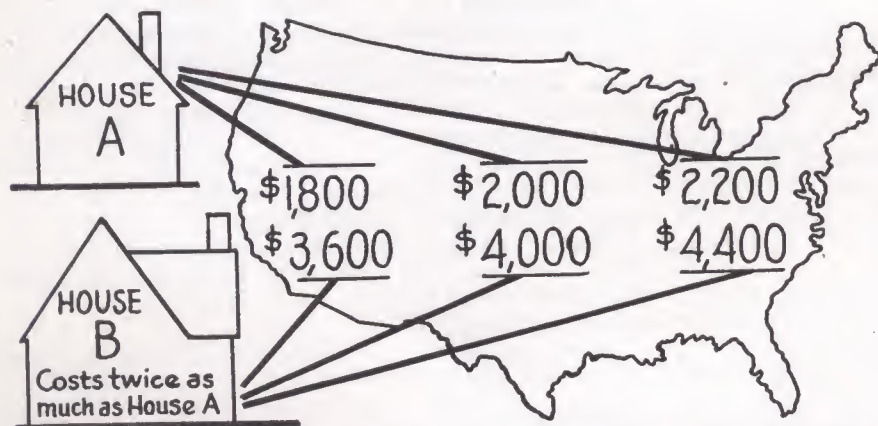
Every House Priced Accurately for Your Local Cost Factors

A. W. Holt Briefly Explains Cost Key Method of Estimating

COST Key Estimating has been proved by many years of actual use by outstanding men of the building industry in every state, in co-operation with retail lumber dealers who are taking advantage of the free or inexpensive services of Merchandising Council of their own State or Regional Lumbermen's Association. It will meet any test, *anywhere*, because it is a scientific method that is based on local conditions or desires of each individual user. It will meet your particular requirements for the following reasons:

1. **Cost-Rate.** This is the first factor or figure given by the Cost Key under each house plan. It simply gives the relative cost of the superstructure of the home illustrated as compared to the "Basic House" which, in turn, is fundamentally the same as every house in your locality. That is, this Basic House has floor joists, flooring, rafters, roofing, doors, windows and every other component unit of any house. When you figure, your cost of this Basic House, you involve all of your local factors of construction, materials, prices, wage scale and profits. Whatever you figure for this house will be your "Standard Specifications" for every other house, the cost of which is quickly given by simply multiplying the cost-rate, or first figure of the Cost Key, by your price for the Basic House.

0.000 Cost- rate	000 Lin. Ft. Foun- dation	0000 Sq. Ft. Floor	00 Yds. Excav. per ft. deep	00 Sqs. of Wall	00 Sqs. of Roof
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THE PRINCIPLE on which the "Cost-Key" system of estimating is based is diagrammed here. Your Basic House Cost corresponds to the cost of House A. By multiplying the Basic House Cost by the Cost Rate you get the cost of building that house at current prices and local building standards in your community.

2. **Linear Feet Foundation.** The second figure of the Cost Key, under each house plan, gives the linear feet of foundation so all you need do is to multiply it by your price of your typical foundation. Foundations must be figured separately because of variation in frost line, building site and individual desire for full, part or no basement.

3. **Square Feet Basement Floor.** The third figure of the Cost Key gives this basic information for each plan provided basement is wanted under the main house exclusive of open porches or attached garages. If the plan shows no basement this is given in parenthesis so a full basement can be figured if wanted.

4. **Cubic Yards Excavation.** The fourth figure of the Cost Key gives the cubic yards of excavation one foot larger all around and one foot deep. Thus it is only necessary to multiply by the depth, required by the building site and design shown, and then by local costs per yard. If only trenches are required for foundations, figure per linear foot of foundation.

5. **Squares of Walls.** The fifth or next to last figure of the Cost Key gives the squares of wall in case you wish to figure other wall covering than whatever you included for the Basic House. It is important to remember that the cost-rate multiplied by your price of the Basic House always gives the same specifications for any other house regardless of what the plan may show. You govern specifications. If you have figured 6" bevel siding for the Basic House and Brick Veneer is wanted for another house, multiplying the squares of wall given by your difference per square gives the amount to add for Brick Veneer.

6. **Squares of Roof.** The last figure of the Cost Key always gives this basic information so you can figure special roof covering as explained for walls. And you will be quoting in terms of the complete unit—as your customers wish cost information.

Cost Key Estimating will prove to be the most reliable method you can use in the long run, provided, of course, the figures are properly used. Hundreds of men everywhere have proved the basic principles to be fundamentally sound and applicable to any locality.



CHAPTER I—LOW COST HOMES

INVITING ENTRANCE
SAYS "WELCOME"

THIS COLONIAL ENTRANCE by Architect R. C. Hunter of New York City has a special appeal for many people, with its simple arched canopy and wooden seats.



Popular Home Designs—Better Building

HOME planning ideas for this year's market presented on these Design Section pages

THE CAPE COD Cottage with attached garage illustrated above was chosen as a "Builder" House of the Month; the style promises to be as popular in the small house field during 1937 as it has been for the past several years. A. J. Weil, Chicago, was the designer and builder of this well proportioned and carefully planned five-room model home. He has included numerous modern construction features in the layout which add efficiency and reduce building cost. A good sized combination living and dining room follows present trends. Kitchen, lavatory and bath are grouped for economy; utility room is of ample size.

Exterior detailing is well handled, particularly the entrance which is shown at the left. The colors of the select common brick, interesting angled header course below cornice, light trim and green blinds combine to give a pleasing effect. The house is located in Wilmette, Ill.

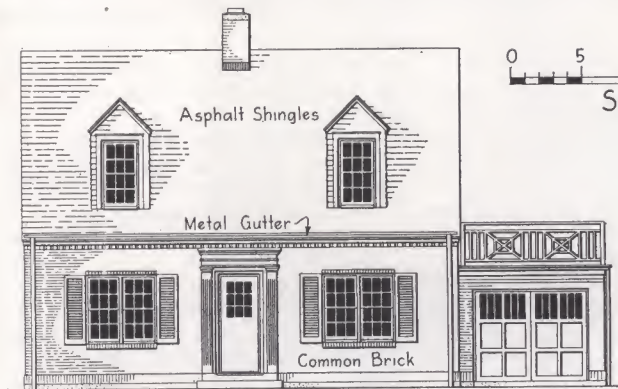
**PLANS, ELEVATIONS AND DETAILS
GIVEN ON THE NEXT TWO PAGES**



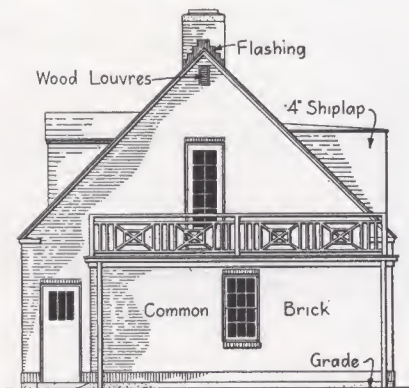
NUMEROUS variations are possible in the basic plan shown below. If a basement is desired, the space taken for the utility room can be used for a den, separate dining room or extra bedroom connecting with the hall. Also third bedroom can be added over the garage.

On opposite page, fireplace illustration shows built-in shelves and section indicates how an ash pit has been included in a basementless house; access is from the utility room which has a floor level slightly below grade. Inside walls of the utility room are open from bottom of first floor joists to the top of utility floor curb, allowing for air circulation under house.

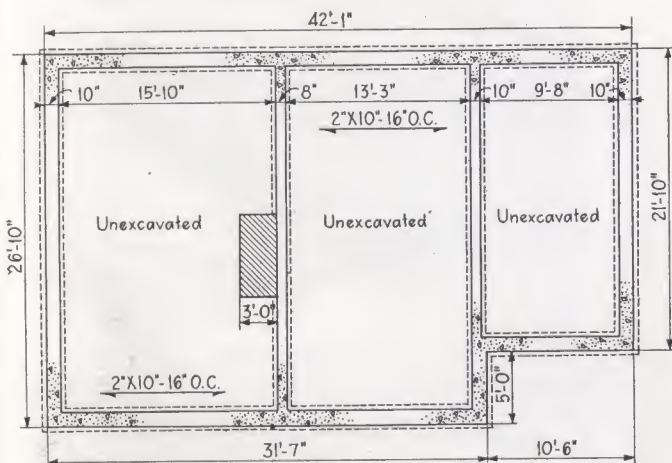
Cost Key is 1.666—137—(840)—(36)—21—16



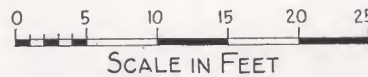
FRONT ELEVATION



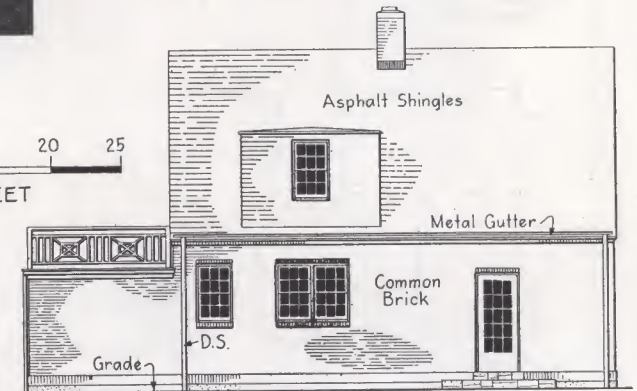
RIGHT ELEVATION



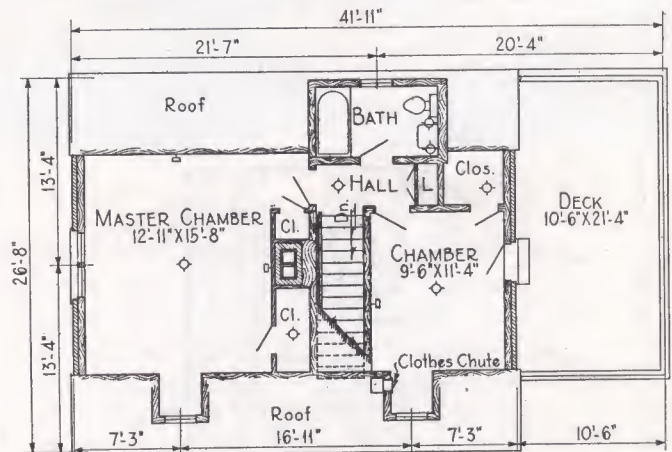
FOUNDATION PLAN



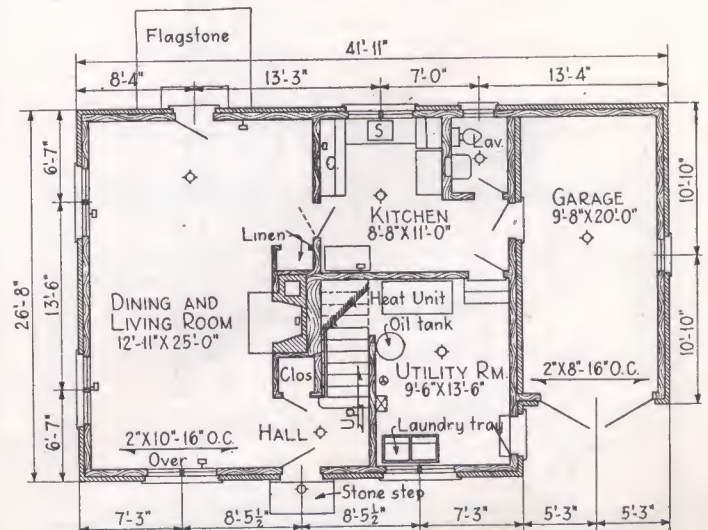
SCALE IN FEET



REAR ELEVATION



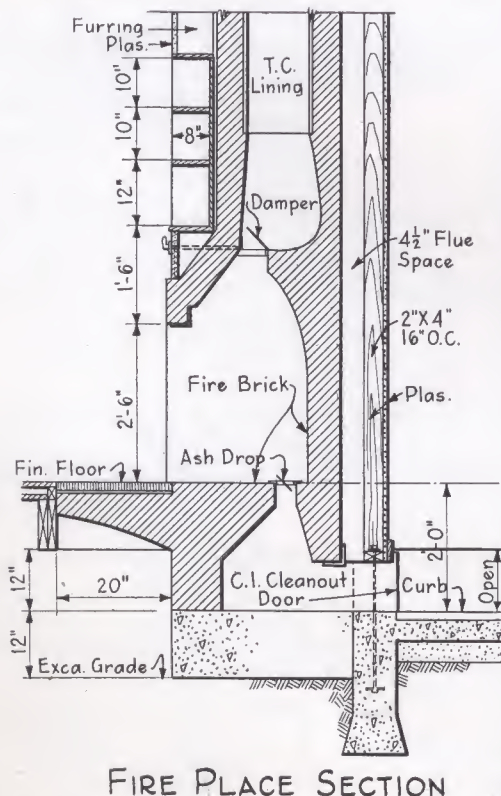
SECOND FLOOR PLAN



FIRST FLOOR PLAN

A. J. Weil, Chicago, Designer and Builder

WATER SUPPLY—Deep drilled well and Deming pump.





FIRE-SAFE BUNGALOW

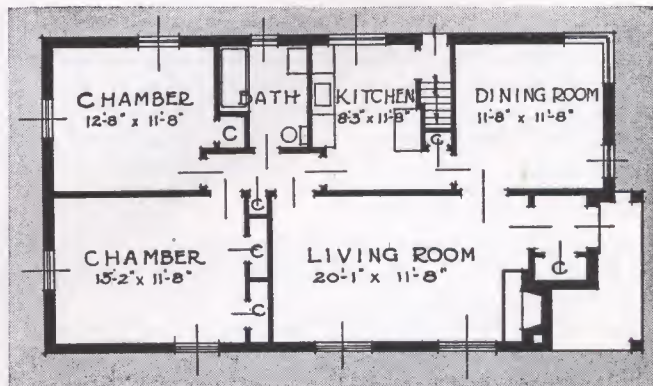
near Kew Gardens, Long Island

Briarwood Estates, Builder

Andrew A. Marjey, Architect

THE DEVELOPERS of Briarwood Estates, Queens, Long Island, have erected this model bungalow of concrete construction to demonstrate to their prospective clients and customers the solid worth of the homes being offered and to be built on this attractive subdivision. It is freshly modern in its conception and handling. With concrete masonry walls, precast concrete joist floor and steel windows, this is an excellent example of fire-safe construction.

Cost Key is 1.225—138—1080—45—14—16





COMPACT COLONIAL AT WANTAGH, L. I.

Coles A. Doty, Builder

Paul Schulke, Architect

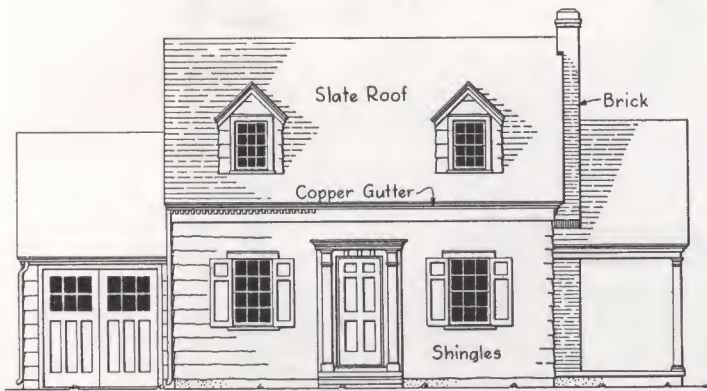
Cost Key is 1.171—115—473—22—17—12

THIS Triple-Insulated Model Home, featuring Johns-Manville building materials, was erected by Coles A. Doty at Wantagh, Long Island. It was designed by Paul Schulke, New York City architect. The house is surfaced with Cedar-Grain asbestos siding shingles, giving it a light and cheerful aspect.

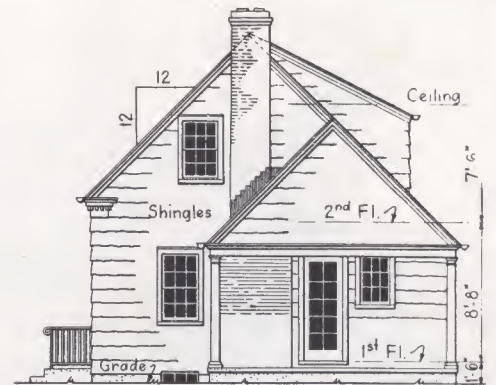
THE AREA of the main part of the house is only 23 foot 10 by 19 foot 10. The architect has made the most of this small area and has provided a surprisingly livable little house with many of the features of more expensive structures. An unusually good feature is the open porch, which has an entrance to the living room and adds to

the size of the house, balancing the garage at opposite end. The little coat closet is an important item, and the window which lights the stairs a good feature.

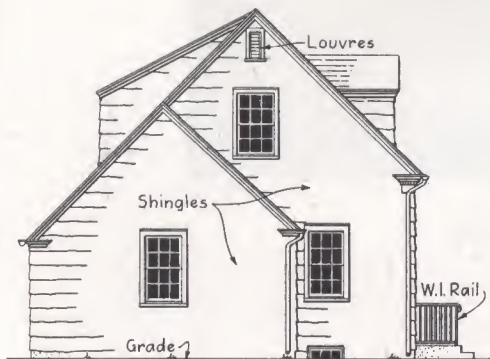
MODEL and demonstration homes frequently are too big or too expensive for the going market. It is of unusual interest therefore, to find an architect and a builder who have put up a really small but good-looking house such as the one above, which features Johns-Manville products. In spite of the small floor area a living room 13 feet 2 by 16 is achieved, and the size of this is enhanced by the landing and open stairs.



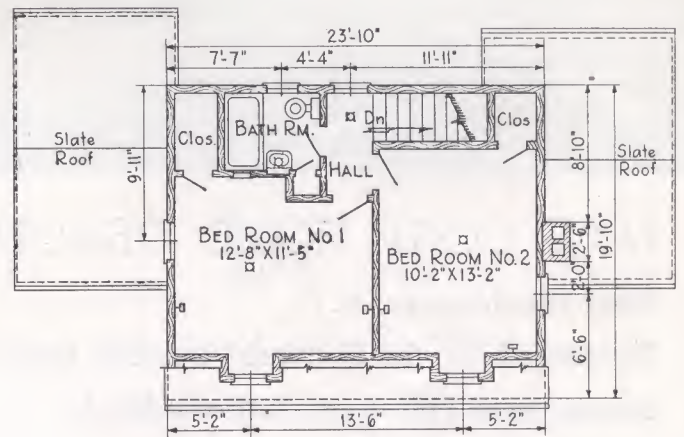
FRONT ELEVATION



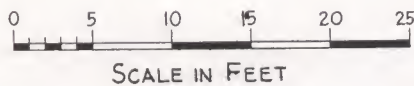
RIGHT SIDE ELEVATION



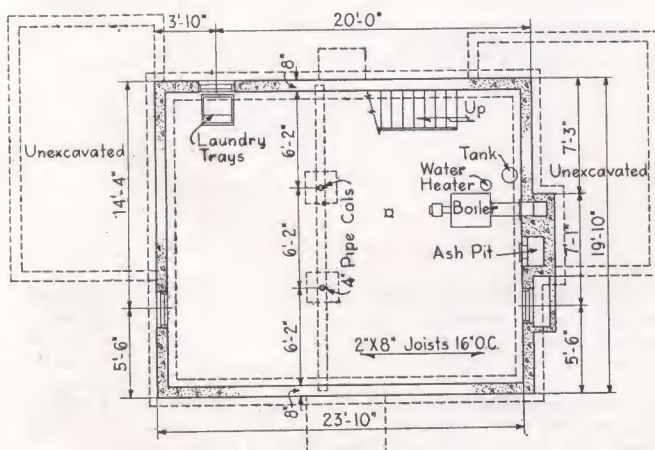
LEFT SIDE ELEVATION



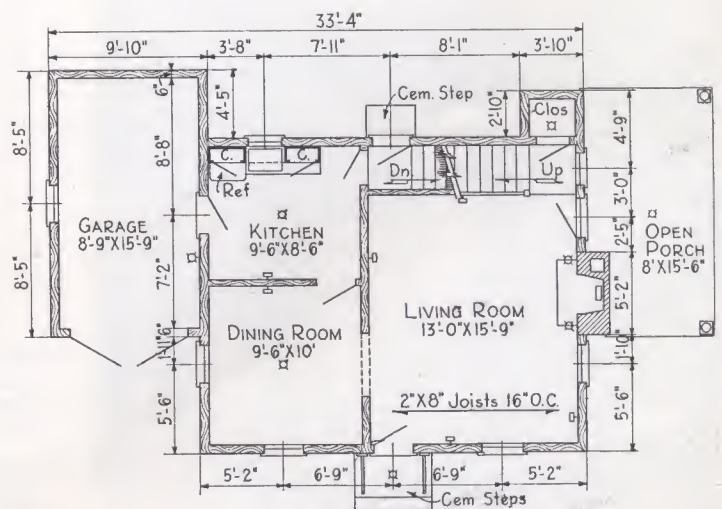
SECOND FLOOR PLAN



SCALE IN FEET



BASEMENT PLAN



FIRST FLOOR PLAN



LOW COST HOME DEMONSTRATION

Near Washington, D. C.

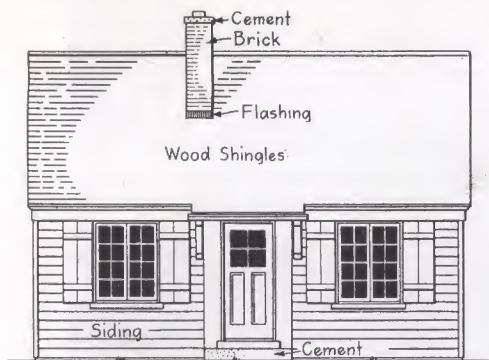
Sponsored by the National Lumber Mfgs. Assn.

Design from FHA Tech. Bulletin No. 4.

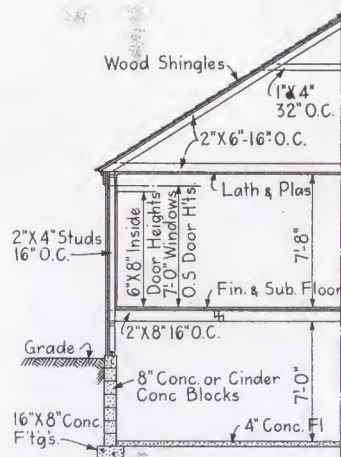


HERE is one of the three small homes dedicated on Sept. 28, 1936, in a Washington suburb to the cause of better low cost home building. These houses were sponsored by the National Lumber Manufacturers Association and by the National Lumber Dealers Association, the designs taken from the recent Federal Housing Administration's "Technical Bulletin No. 4." Working drawings for these designs were prepared by the National Plan Service, Inc., Chicago. These drawings, for House B as illustrated above, are reproduced, in part, on the opposite page. The photo to left shows the wood paneled dining nook in House D, a 2-story design. The FHA cost estimate on the 1-story model illustrated, as compared with the actual cost experience on this job is figured below:

FHA ESTIMATE WITH BASEMENT.....	\$2,500.00
Cost to build with basement.....	\$2,463.00
Contractor's profit.....	274.00
Cost of lot.....	666.81
Cost of house and lot.....	\$3,403.81
Landscaping, sod, walks, shrubs.....	51.00
Equipment and extras, architect's fee, built in tubs, gutters, refrigerator, stove, taxes, insurance, etc.....	310.43
Total property cost.....	\$3,765.24

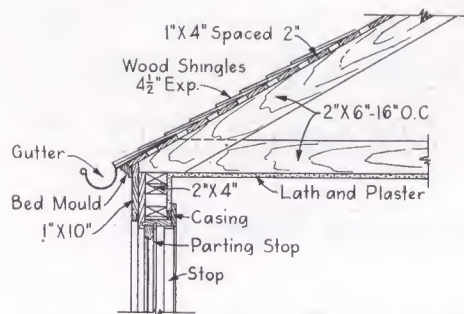


FRONT ELEVATION

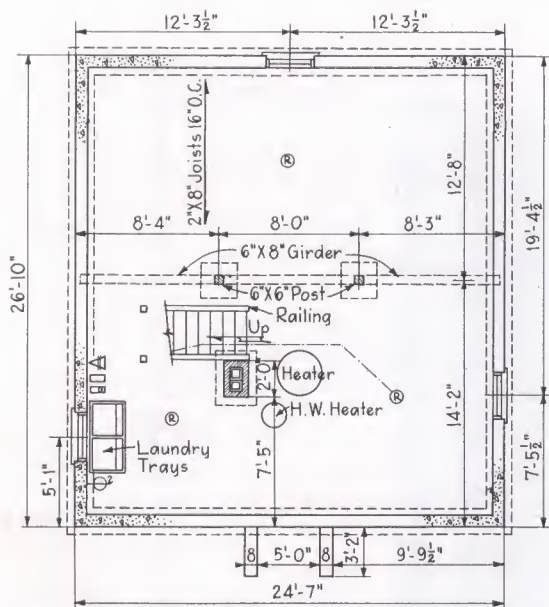


ONE HALF CROSS SECTION

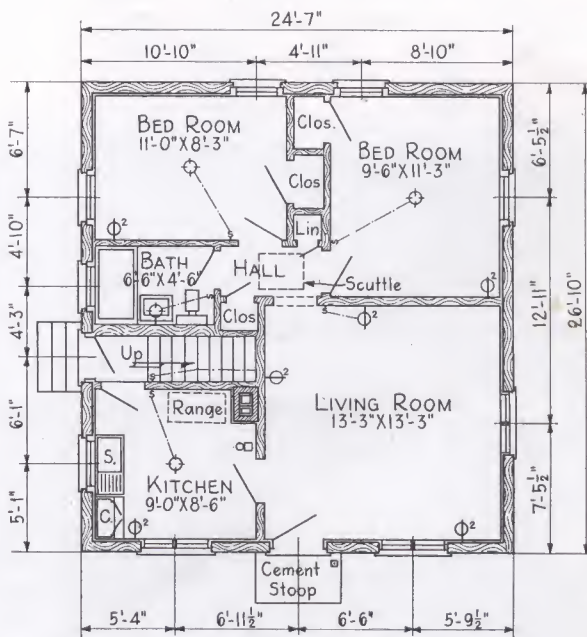
WIRING SYMBOLS		No.
	Meter	1
	Panel Board	1
	Transformer	1
	Buzzer	0
	Bell	1
	Push Button	1
	Single Convenience Outlet	0
	Double " "	6
	Ceiling Outlet	3
	Ceiling Lamp Receptacle	3
	Wall Bracket	1
	One Way Switch	6



MAIN CORNICE AND WINDOW DETAIL



BASEMENT PLAN



FIRST FLOOR PLAN



5-ROOM COTTAGE FOR SLOPING SITE

At Mountain View, N. J.

Robert Lees, Builder

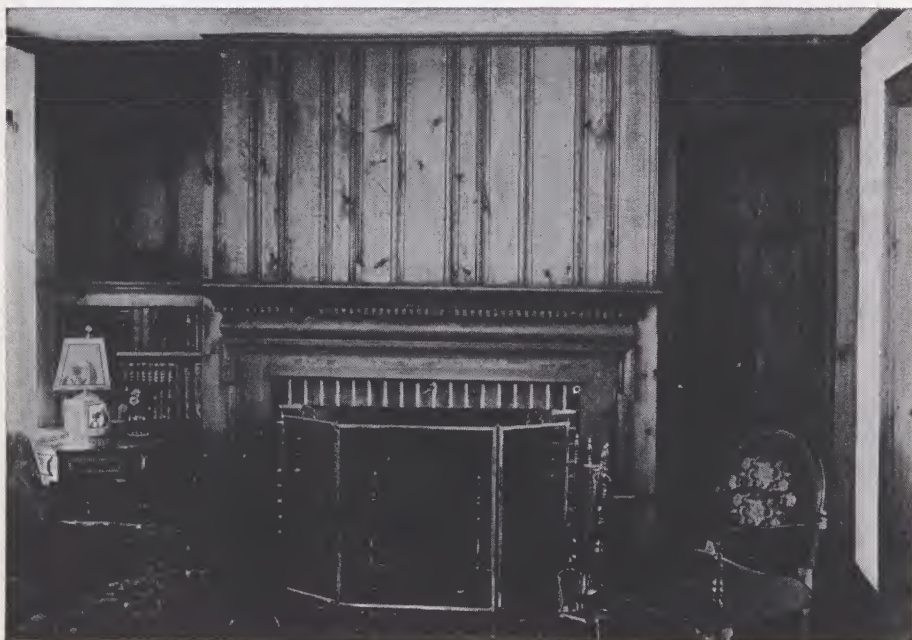
Carl H. Weckers, Architect

Cost Key is 1.246—152
—900—39—17—13

THIS attractive hillside home snugly fits the building site and takes advantage of the open view in its arrangement. Low roof lines, massive stone chimney, wide horizontal siding and detailing are in harmony with the design. Plans and elevations on the opposite page indicate room arrangement and show exterior features.

The attached garage entrance for easy access faces the street; a side door leads into the house through the living room. Good sized living porch off the dining room overlooks the hillside and the heater and recreation room directly below it opens out at grade level through a service door shown in the right elevation. The first floor hall connects kitchen, bath, bedrooms and living room.

Specifications called for the use of 10-inch concrete foundations, Carey asphalt slate shingles, 10-inch cedar siding, oak floors, tiled bath, Reynolds Metallation, brass piping and steam heating system fired with a Gilbarco oil burner. Cubic contents: 20,500 cubic feet.



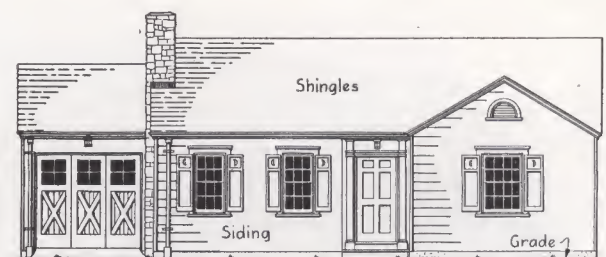
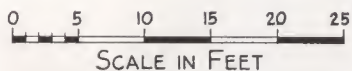
KNOTTY pine random width planking mantel and built-in bookshelves give the fireplace end of the living room a cozy appearance. The attached garage is reached through the door at the right.

Construction Details of the Cottage for Sloping Site

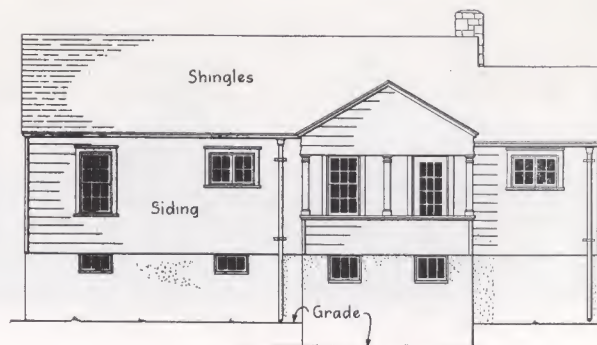
Built at Mountain View, N.J.

Carl H. Weckers, Architect

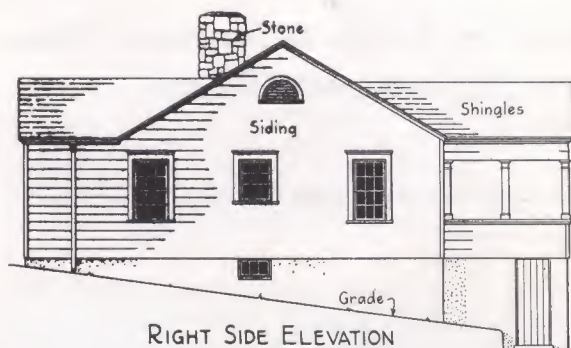
Robert Lees, Builder



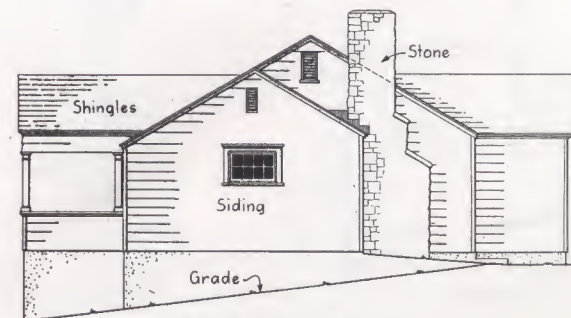
FRONT ELEVATION



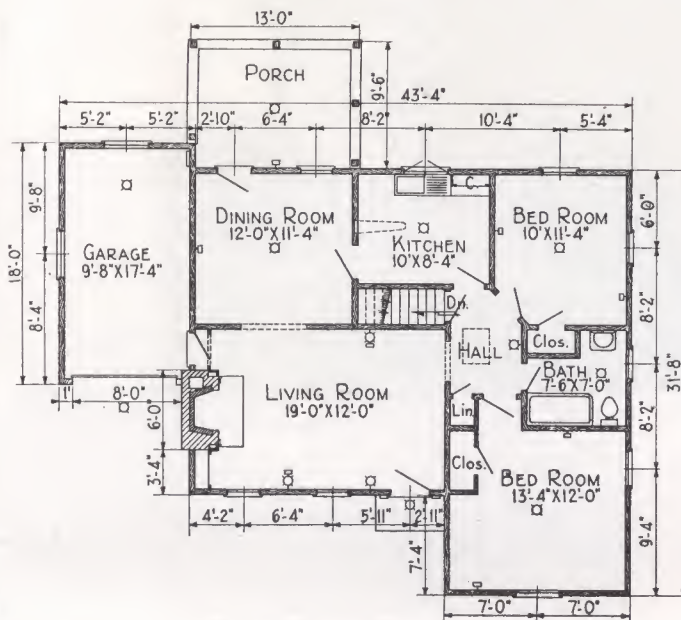
REAR ELEVATION



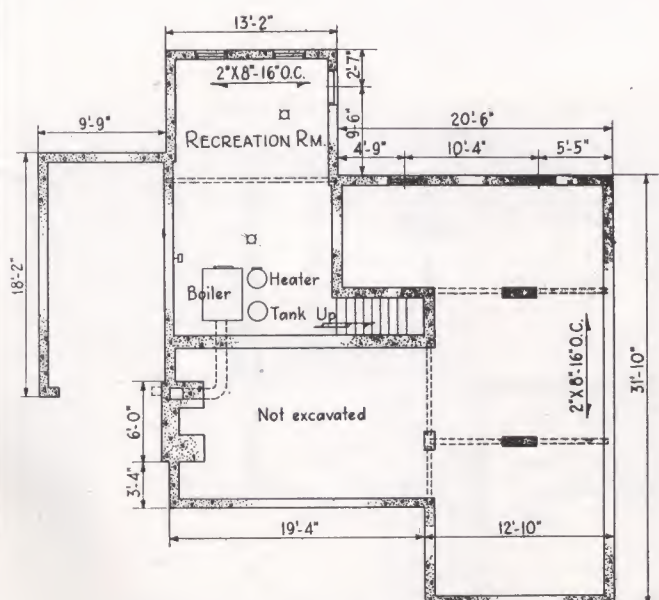
RIGHT SIDE ELEVATION



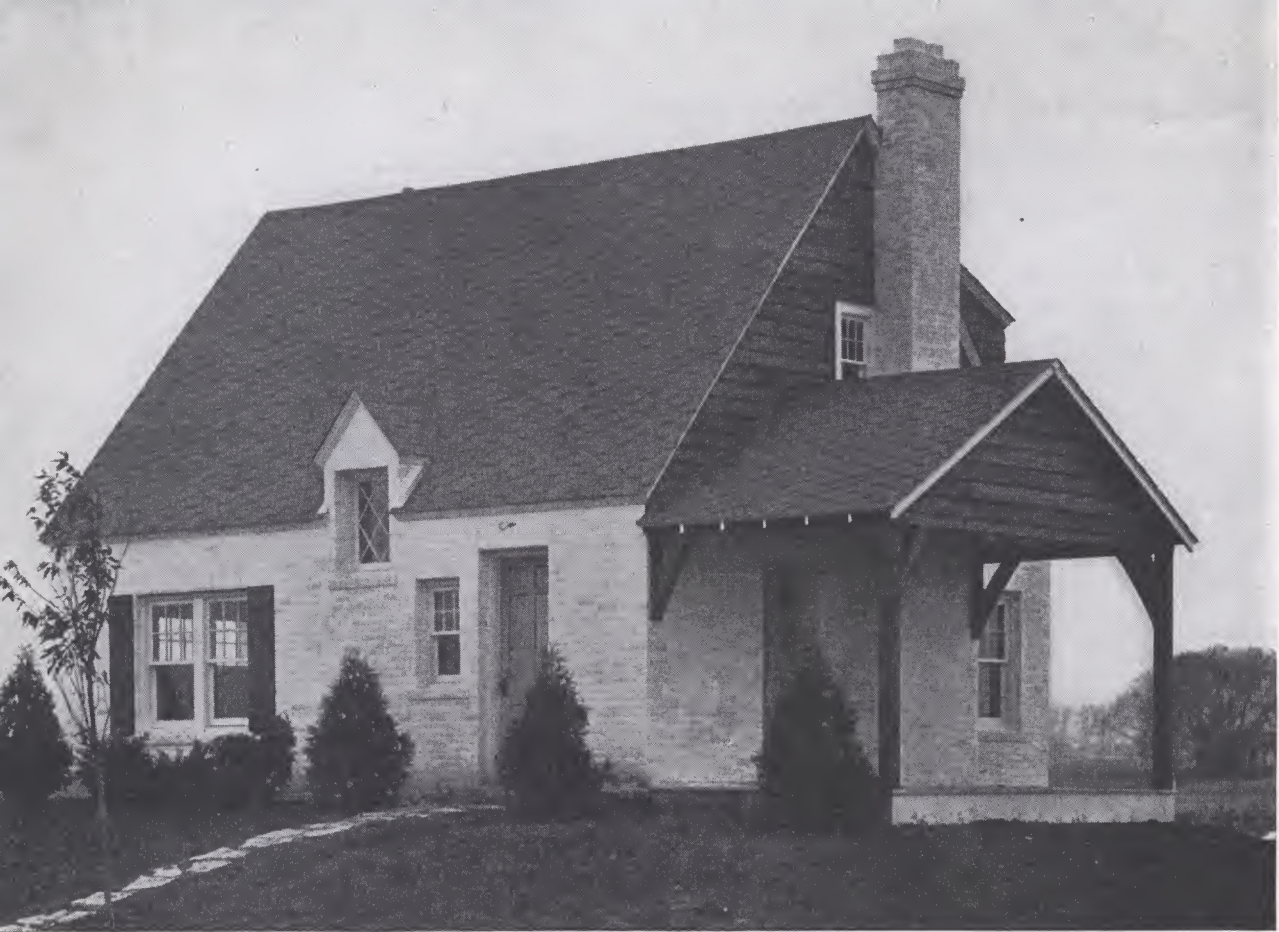
LEFT SIDE ELEVATION



FIRST FLOOR PLAN



BASEMENT PLAN



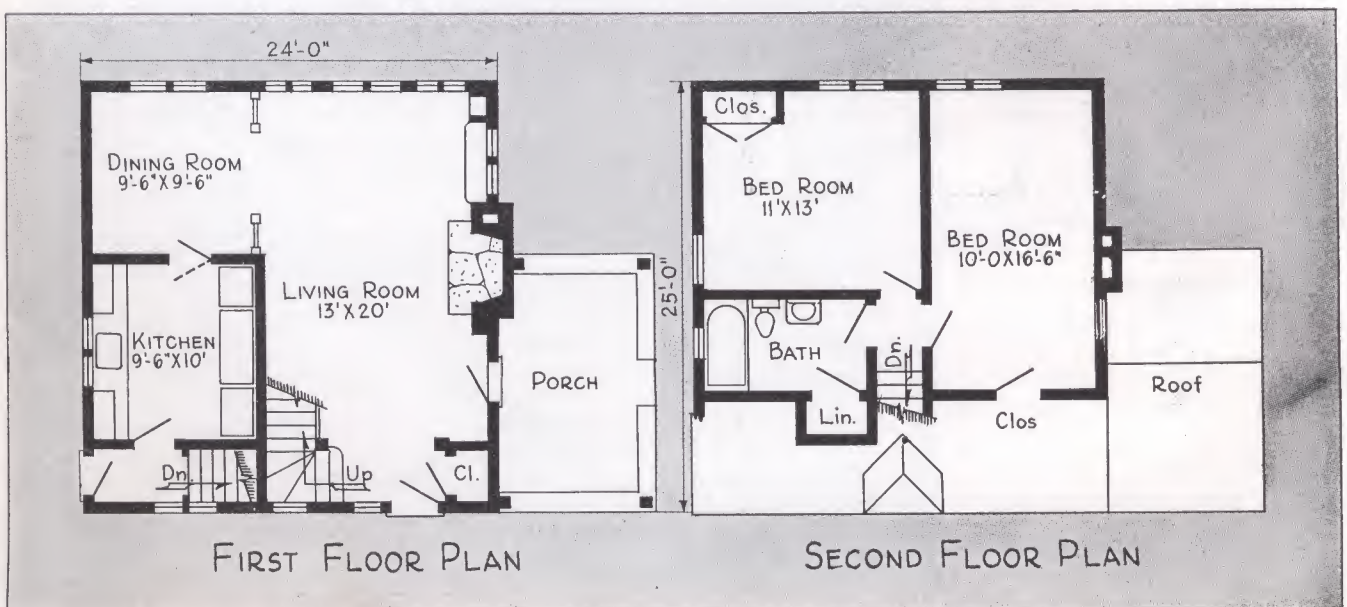
COUNTRY HOMESTEAD IN PROVINCIAL STYLE

**Built by Smith & Dawson, Chicago,
near Mt. Prospect, Illinois**

Cost Key is 1.258—96—576—25—25—11

THIS LOW COST house of white painted brick was recently opened for inspection by Smith and Dawson, Chicago builders, as a demonstration home on their 200-acre homestead development near Mt. Prospect, Ill. It has five rooms and bath arranged so as to allow for construction economy.

Walls in the living room are of knotty pine; the large fireplace is equipped with a circulating heat unit. Numerous windows in this room are grouped with the principal outlook to the rear; the bath is located above the kitchen at the front of the house. Oak floors, Celotex insulation and three-coat plaster are featured. A full basement provides for the furnace, fuel storage and electric well pump, as well as space for subsistence crops.



FROM the trim front elevation at the right, one would not judge that there are six rooms, two and a half baths and a two-car garage in this well planned Colonial home; a better idea of its size is shown in the view below. Face brick in autumn tints, ivory trim and good detailing combine in a pleasing exterior.



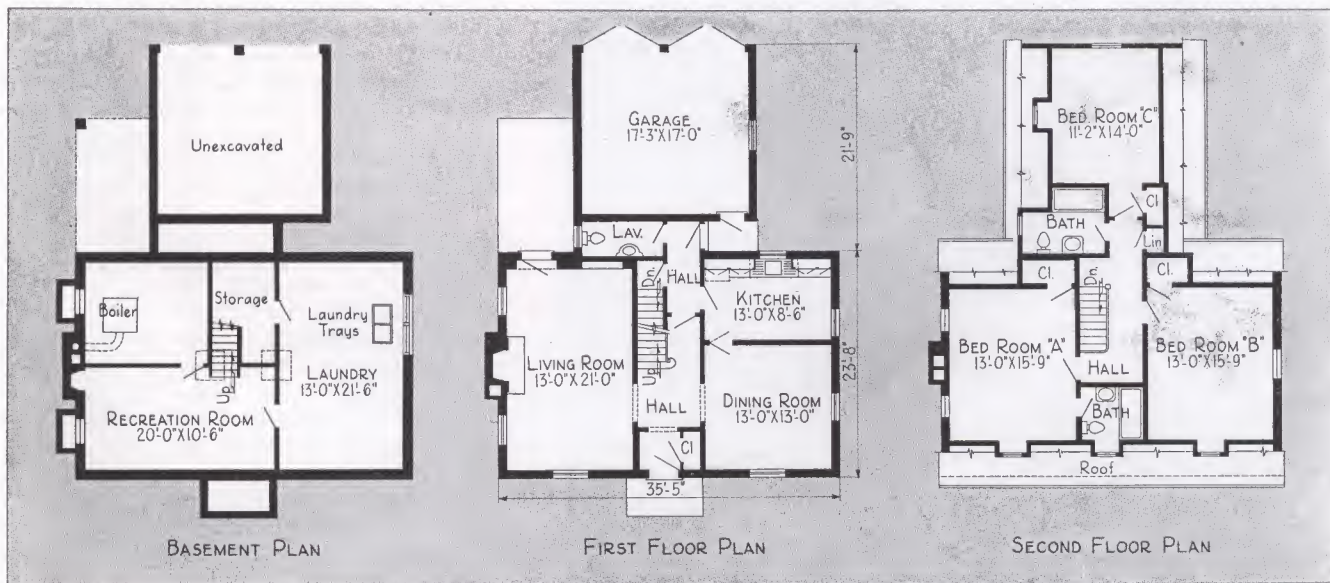
TRIM FACE-BRICK VIRGINIA COLONIAL

**Hurst Brothers, Chicago,
Designers and Builders**

Cost Key is 2.124—162—936—40—25—20

THE builders, Hurst Brothers, have given the name "Equi-Temp" home to this design as special consideration was given to heating. Balsam-Wool insulation, double thick in ceilings, was used throughout, American Radiator De Luxe Model gas-fired conditioner provides for temperature control, windows and doors are weather-stripped.

Other quality features include Hess all-metal medicine cabinets, numerous electric outlets, Pacific Breeze two-way kitchen ventilating fan, bronze screens, Cop-R-Loy metal work, wood-burning fireplaces, package and milk receiver and Congoleum inlaid linoleum in kitchen and 3-coat washable paint and enamel wall surfaces.





COMPACT COLONIAL DEMONSTRATION HOME

Built at Ivanhoe, Near Chicago, by Mills & Sons

H. F. Mitchell, Architect

Cost Key is 1.371—112—722—31—21—9



THE BRICK and sided Colonial design shown above is one of the seven sample houses of the first unit completed this year by Mills and Sons, Chicago, developers and builders, as a start in their construction program in the suburb of Ivanhoe—a 465 acre site opened in 1925 and recently inactive—where Mills are planning the eventual construction of 1600 homes. This sample house was recently opened for inspection as a model home, completely furnished. The two wide dormers give a full second floor area and allow for a most compact arrangement; however, the front elevation would have been more unified if the gable end had been carried up in brick to accent the repeated angle over the entrance.

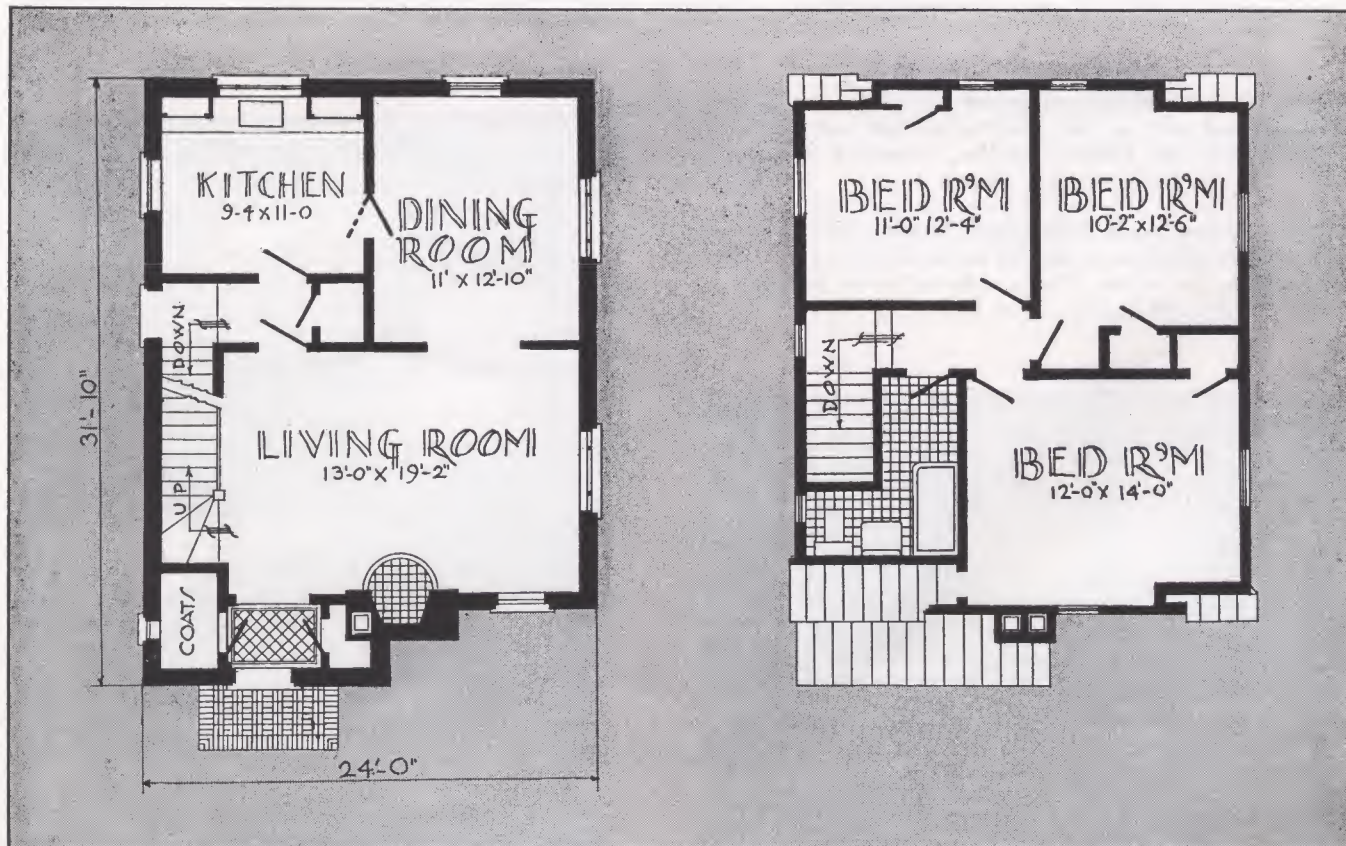
The bathroom of this house as seen at the left is one of the outstanding features—the wainscot is of two-color vitreous tile, lumiline lighting flanks the modern medicine chest and colored Standard Sanitary fixtures match the trim and recessed accessories. Other features include use of preshrunk lumber, Celotex insulation, 3 coat plaster on U.S.G. Rocklath, Fenestra steel sash with bronze screens, Ford interlocking asphalt shingles, red oak parquet floors in block and herringbone patterns, and a Niagara forced air heating system equipped with Iron Fireman.



Light, colorful kitchen has blue enamelware double drainboard sink under wide casement window.

THE well lighted and ventilated kitchen above is of ample size and pleasing color. Walls are a combination of Armstrong Linowall, trimmed with chromium strips, and painted surfaces; inlaid linoleum floor has decorative border. Pacific Breeze ventilator is reversible type.

THE floor plan below is compact and efficient. The larger closet off entrance hall can be reasonably converted into first floor toilet room as it is located directly below bath. The second floor layout nicely accommodates three bedrooms and bath; extra storage is provided under gable.





SUBURBAN HOMESTEAD

**Built at Markham, Ill., Near Chicago,
in Fred J. Walsh Co. Development
Martin H. Braun, Chicago, Architect
In the \$4000 Class**

Cost Key is: 1.468-181-1104.43-20-19

THE MODEL HOME shown above is located in Markham Village—a new, low-cost suburban homestead project just south of Chicago being developed by Fred J. Walsh Co., Chicago builders. This modified Normandy type cottage has been named the "Virginia Lee" house and has attracted numerous visitors. In style it harmonizes with the Colonial design of other houses nearby. Markham Village is the most active small house development in the Chicago area; almost 100 homes have been built since last spring. The total site contains 620 acres, on which 1,500 houses are planned, the average plot being about one-half acre improved with homes costing from \$3,500 to \$5,000. All houses are erected on contract; FHA amortized mortgage plan monthly payments range from \$18 to \$35.

BELOW: Compact kitchen arrangement has built-in storage space below sink and work surfaces extending on both ends; additional cupboards flank the casement windows. Flexboard wainscoting trimmed is with chrome strips.

RIGHT: Two-tone formed metal fixtures, linoleum, wainscoting and chromium fixtures combine in pleasing bathroom color scheme. Other equipment features include utility room having colored laundry trays hot water heating system and drying space.



OUTLINE SPECIFICATION MODEL HOME AT MARKHAM, ILL.

Fred J. Walsh Co., Builder
Martin H. Braun, Architect

FOUNDATION.—Concrete, 1:3:5 mix.

UTILITY ROOM AND GARAGE FLOORS.
—Four-inch concrete slabs placed on cin-
ders.

WALLS.—2x4 studs, 16" O. C.; D. & M.
sheathing; 8" cypress siding; 1/2" Balsam
wool insulation on our exterior walls and
ceilings; interior partitions of sheet rock.

ROOF.—Framing 2x6 rafters; D. & M.
sheathing; heavy building paper; Bird &
Sons (Weather Tex) 3 in 1 asphalt strip
shingles slate blend.

TRIM.—Ponderosa white pine.

FLOORS.—Oak floors throughout house ex-
cept kitchen and bathroom which are Tile-
Tex laid over pine.

WINDOWS.—Double hung Ponderosa white
pine windows.

DOORS.—Two vertical panel wood doors.

PAINTING.—Portion of exterior painted
with the Devco Raynolds special two coat
system; tower and gable end stained in
golden oak stain; interior walls and ceilings
of living room, dining room and ceilings of
bathroom and kitchen, special Hines-Cote;
bedrooms, paper; trim, ivory.

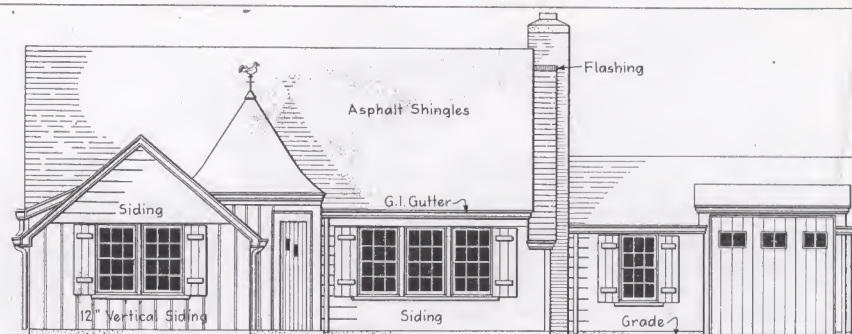
WIRING.—Iron conduit.

PLUMBING.—Briggs Beautyware two tone
plumbing; recessed tub; bracket lavatory;
streamline closet; 60" double drain kitchen
sink; special laundry trays in color.

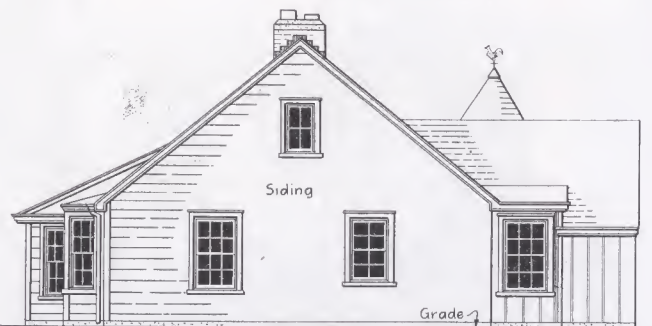
HEATING.—Hot water forced circulating
(Triplex) system with automatic control;
Wayne oil burner.

MISCELLANEOUS.—Wainscoting in bath-
room, J. M. Asbestos wainscoting with
chromium fixtures; wainscoting in kitchen
is J. M. Asbestos Flex Board with chrome
strips.

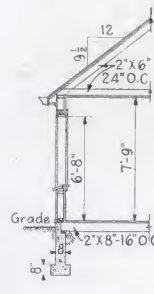
THE FLOOR PLAN at the right offers con-
venience and economy; adequate closet
space, good ventilation and no waste space
are features. Being without basement, the
utility room is handily placed between the
kitchen and attached garage. Corner fire-
place and dining room bay with door to
rear terrace add unusual interest.



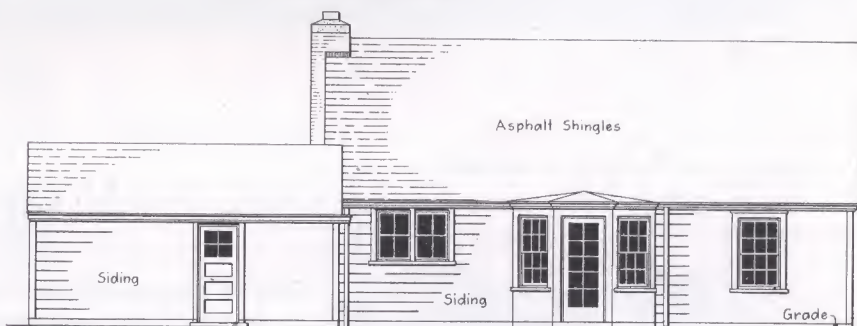
FRONT ELEVATION



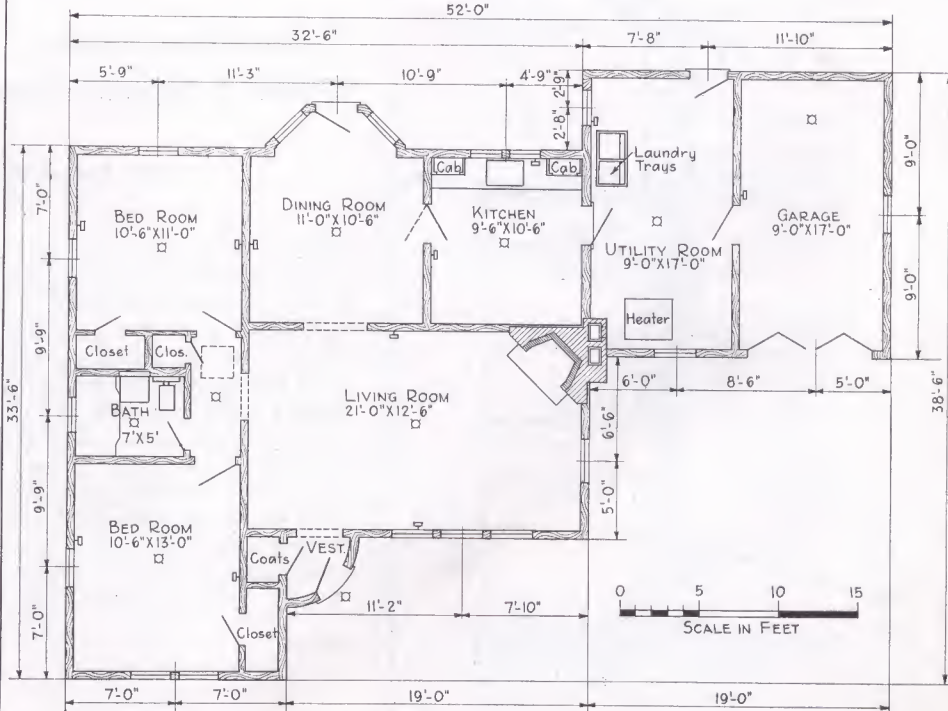
LEFT SIDE ELEVATION



WALL SECTION



REAR ELEVATION



FIRST FLOOR PLAN



Outline specifications on page 30.

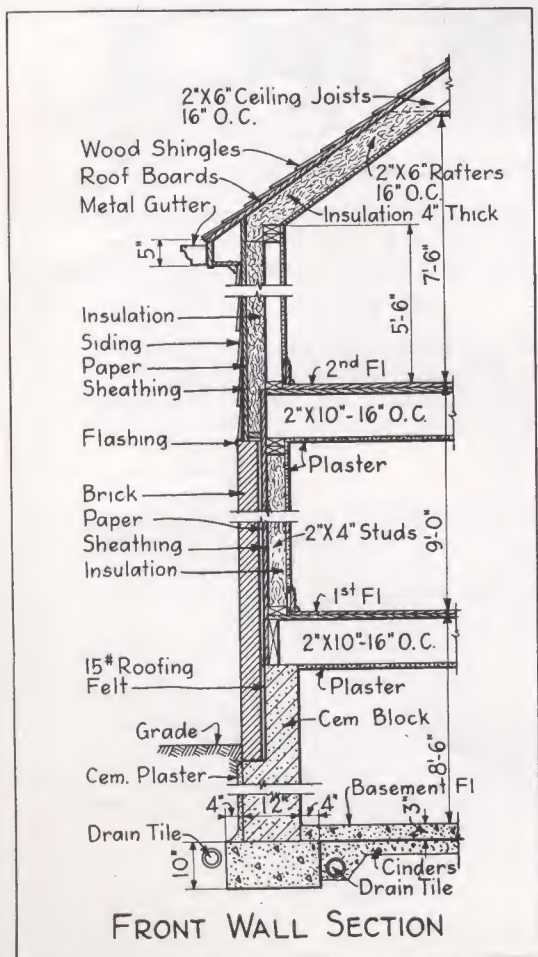
HIGHEST AWARD GOES TO "KELVINATOR PACKAGE" HOME

One of eleven houses built in Detroit, out Plymouth Road, to test public's acceptance of complete air conditioning and electrified kitchens in \$6000 class homes.

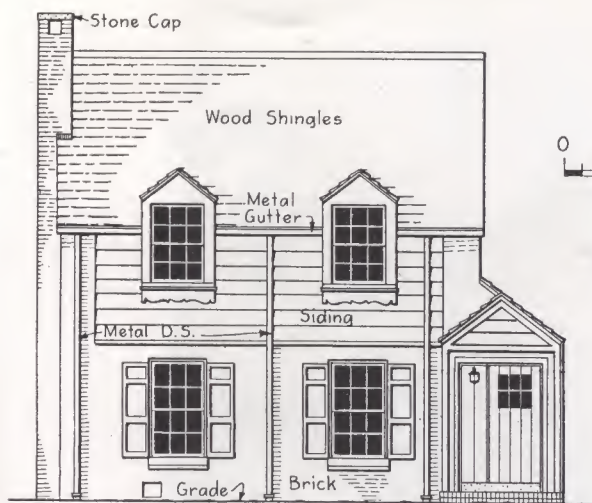
J. Ivan Dise, Architect

Walter T. Schuett, Contractor

Cost Key:—1.285—111—677—29—19—10

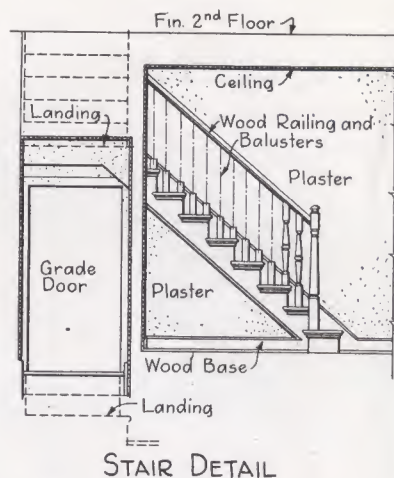


ONE of the big achievements of the year in the home building field is the successful completion in Detroit of the group of Kelvin homes at the planned-for cost of under \$6,000 each. The first house was completed from the carefully engineered plans at the estimated price. Then 10 additional homes were built, using the same floor plans but varying the exterior designs, to determine whether a saving could be effected through quantity production. This saved approximately 10 per cent. (5 of these designs are illustrated on this and the following 4 pages). These are 6-room homes of ample size; exteriors of architectural distinction; construction first class of standard brick veneer with insulated walls and roof; equipment most modern—in fact each is a completely electrified home with all-weather air conditioning. These houses are located on Strathmoor and Mark Twain avenues, Detroit, near the Kelvinator plant.

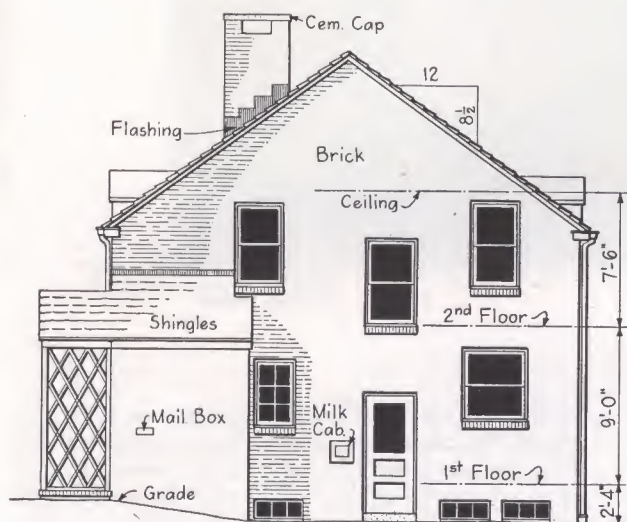


FRONT ELEVATION

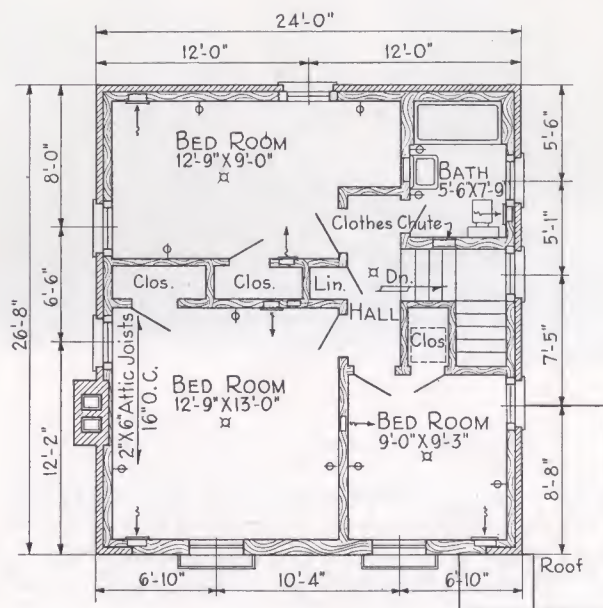
0 5 10 15 20
SCALE IN FEET
FOR
PLANS AND ELEVATIONS



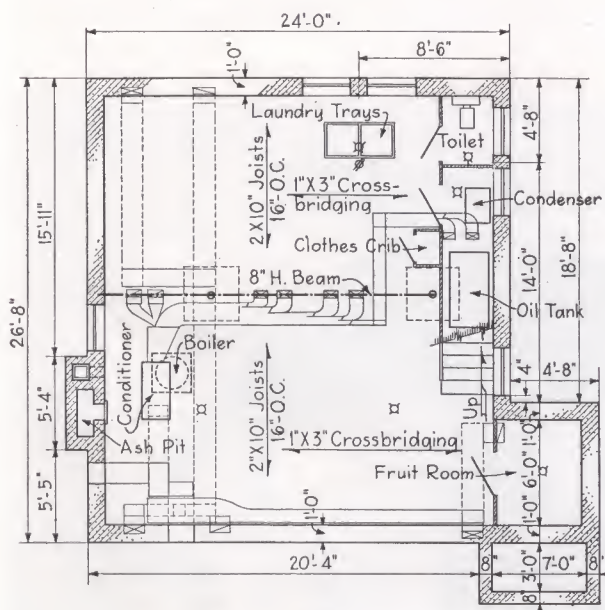
STAIR DETAIL



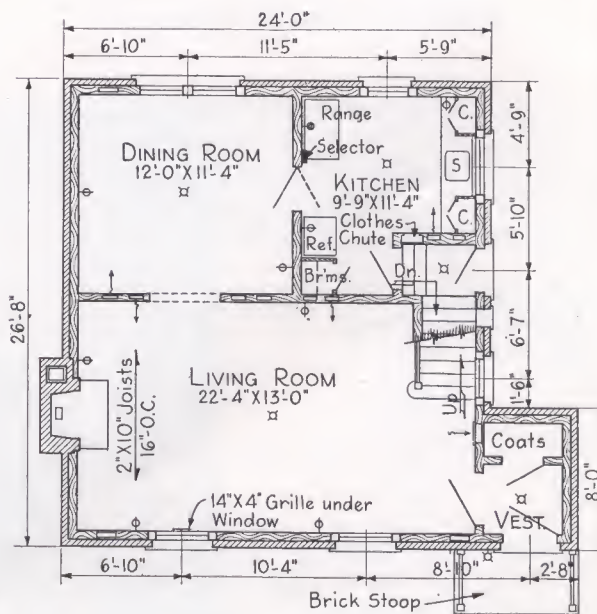
RIGHT SIDE ELEVATION



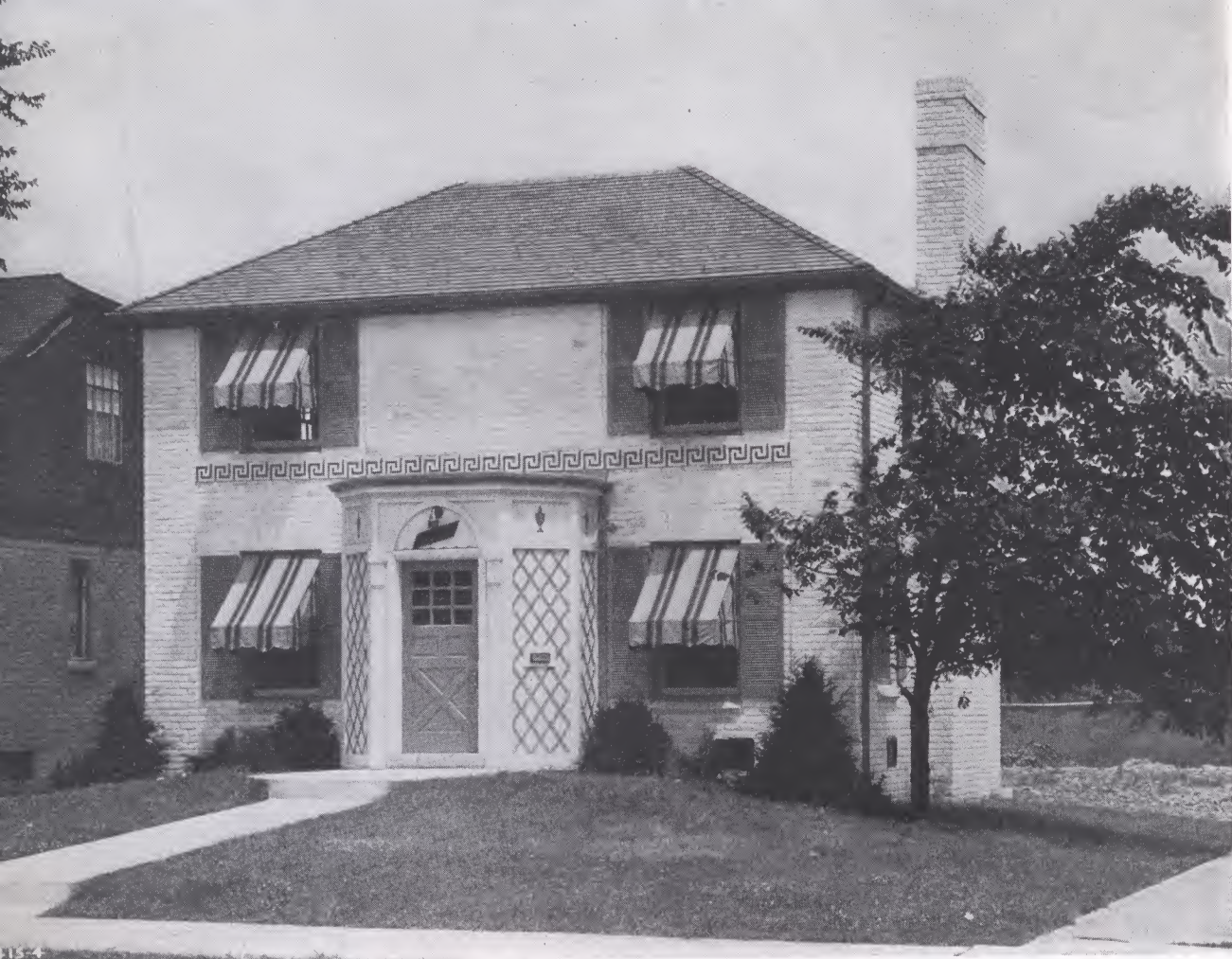
SECOND FLOOR PLAN



BASEMENT PLAN



FIRST FLOOR PLAN



Modern French

AIR CONDITIONED HOMES-- STANDARDIZED FLOOR PLAN

**Demonstrating How Careful
Home Planning Cuts Costs**

THREE of eleven different exteriors, all with practically the same floor plan, which Architect J. Ivan Dine has designed for the Kelvin Homes test near the Kelvinator plant in Detroit. Each has year-round air conditioning complete with mechanical condenser besides other advanced basement and kitchen equipment unusual in a \$6000 house of such architectural distinction.

For working plans of side-entrance type houses see page 26 and 27.

Norman Type





Colonial Type

THE RESPONSE to the Kelvin house proposition has proved that the American people have a vital interest in the modernization of the home and in the utilization of all that invention and research have provided for the comfort and convenience of modern living. The objective sought has been an electrically equipped and air-conditioned house within easy reach of Americans of moderate incomes.

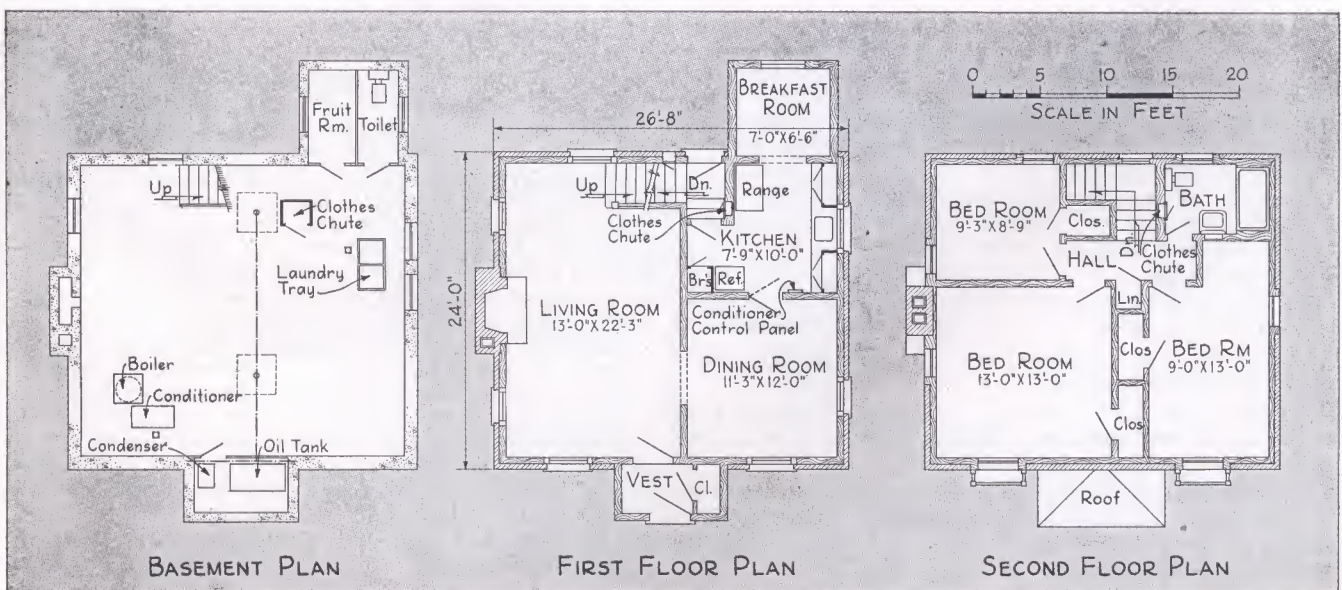
Through the co-operation of architects and builders with Kelvinator's technicians, eleven Kelvin houses have been built in Detroit which incorporate the latest developments in the modern mechanized home. These houses,

while varying in exterior design, have a standardized floor plan, which provides for living room, dining room, breakfast room and tiled kitchen on the first floor, and three bedrooms and tiled bath on the second floor.

Within the insulated walls of this standard house, every major convenience for the housewife and the family has been installed. These conveniences include Kelvinator electric refrigeration and electric cooking and Kelvinator year-round air conditioning.

Cost Key is 1.394-123-728-32-21-13

For outline specifications see page 30



Outline Specifications

Eleven Kelvin Homes Built in Detroit by
Walter P. Schuett; J. Ivan Dise, Architect

For Plans and Details see pages 26 to 29

FOUNDATIONS—Concrete footing, 10"x18"; concrete block walls to grade 12"; 4" drain tile laid down surrounding footings both inside and outside below cellar floor line.

WALLS—Exterior veneered with 4" face brick securely tied to wood frame; studding of outside walls to be sheathed with 1"x8" Y.P. shiplap covered with 15 lb. roofing felt, roofing felt to carry down to grade over cement block bearing wall; basement window sills Indiana limestone; door sills Ohio blue stone; other window sills brick; masonry over all openings to be carried on steel angle lintels.

DAMPPOOFING—All walls in basement are to be plastered on outside with ½" of cement mortar and given a heavy coat of R.I.W. or equal dampproofing. After dampproofing is dry backfill with good earth.

BASEMENT FLOOR—The entire basement is to receive a 3" thick floor of 1 part cement, 5 parts gravel; trowel smooth and properly pitch to floor drain. Same to be laid over a bed of cinders well tamped.

FLUES—Terra cotta flue lining for fireplace and furnace flues; approved cast iron clean-out doors for basement ash pit and at bottom of furnace flue.

FIREPLACE—Faced up with brick or stone as selected by owner. Line the fireplace with firebrick laid in fire clay mortar. Back hearth to be firebrick, front hearth to have 4" concrete base covered with 4"x4" red quarry tile.

CARPENTRY FRAME—All framing lumber to be No. 2 Y.P. free from all loose knots. Floor joists 2x10, 16" centers, each span to have 1 row of 1"x3" bridging. First floor joists to have 2"x10" headers running around entire building. Rafters 2"x6", 16" centers, studding 2"x4", 16" o.c. with single bottom plate and double top plate. Rafters covered with 1"x6" boards 2" apart. Rough flooring over first and second floor joists to be 1"x6" shiplap laid diagonally, jointed over and parallel with joists and well nailed to every joint.

ROOFING—All roof surfaces shingled with 5X bundle-dipped stained wood shingles laid 4¾" to the weather.

SIDING—Where indicated to be of ¾"x9½" beveled cypress or white pine, set with approximately 8" to the weather. Dormer gables ¾"x4" flush siding. All outside joiner work to be No. 2 white pine or cypress. Outside doors to have rabbetted plank frames.

DOORS—All interior doors to be 1⅜" thick of veneer with 2 horizontal panels. Vestibule door 1¾" thick. Front door, cypress 1¾" thick.

STAIRS—Second floor to have 1⅝" oak treads and ⅞" pine risers, housed, wedged and glued into pine wall strings. Stairs to have Curtis newel, balusters and rail. Landings of stairs to be of oak flooring. Stairs from kitchen to grade landing to be of pine with ⅞" treads and risers. Stairs from grade to basement to be of plank with plank strings and ¾" No. 2 Y.P. risers nailed on.

FLOORS—Kitchen and grade landing floors to be ½"x3½" T. & G. pine to receive linoleum. All other floors throughout the building to be 2¼" face select oak.

INSULATION—4" rock wool over entire second floor ceiling. Also between studding of all outside walls of entire building and at ceiling of projecting portions of first floor.

CAULKING—All doors and window frames gun caulked with approved caulking compound.

WEATHERSTRIPS—All wood sash weatherstripped with bronze or zinc weatherstrips. Exterior doors weatherstripped with spring bronze with brass thresholds.

SHEET METAL WORK—Flash around chimney, valleys and elsewhere as required with 28 ga. galv. iron. All ridges will be shingle ridge over 28 ga. galv. iron. Gutters and conductors of 26 ga. galv. iron.



One of the varying exteriors, Colonial, English and French used with standardized floor plans in Kelvinator's Detroit Test.

LATHING & PLASTERING—All walls and ceilings of first and second floors and ceiling of basement including the basement stairway to basement ceiling line are lathed with Rocklath with 3 lb. expanded metal lath in all corners and angles and at heads of doors, etc., and approved metal corner beads full height of all exposed corners and around plaster arches. Entire basement ceiling plastered with carpet float finish. Plaster living room, dining room, vestibule and hall with carpet float finish over approved hard walls, and balance with approved brand of patent hard-wall followed by a white putty finish troweled to a smooth surface.

TILE WORK—Walls of kitchen and bathroom tiled 4' 6" high. Bathroom floor to be tiled with 3"x3" tile; marble threshold at door. Bathroom and kitchen windows to have tile stools. Counter shelf and drainboard of kitchen sink to be of ceramic tile with raised colored tile rim and cove at back and ends.

ELECTRICAL—Wiring to be done in accordance with state and local codes, with panel board and switch and fuse cabinet in basement. Service to all switches, lights, plugs, etc., through covered neutral concentric cable assembly. Approved metal boxes for all outlets. Electric lighting fixtures to cost \$35.00. Special electric circuits and control equipment for air conditioning apparatus.

PLUMBING—Main water supply not less than ¾" pipe. All risers ½" pipe. Cast iron pipe for stacks, vents, cleanouts, etc. 4" cast iron sewer pipe under footings. 3" deep-seal cast iron floor drain near laundry tubs in basement. Oil line ¾" copper tubing under basement floor from oil tank to oil burner.

PLUMBING FIXTURES—24"x48" two-part Chicago Granite laundry tray; Kohler vitreous china washdown bowl with V.C. tank and birch mahogany seat and cover; Standard P-7021 flat rim sink; Case vitreous china water saver closet combination; Kohler 20"x24" white enameled lavatory or Brigsteel No. 709S lavatory; Kohler 5' white Metropolitan enameled recess tub or similar Brigsteel recess tub fitted with Republic combination bath and shower fixture.

DOMESTIC HOT WATER—66 gallon storage tank mounted horizontally and connected to indirect heater furnished with steam boiler. Tank covered with ¾" air-cell asbestos.

CONDITIONER & HEATING PLANT—Air conditioner and oil burning boiler, Kelvinator. Basement dust work No. 26 ga. galv. iron up to 18" wide and No. 24 ga. more than 18" wide. All ducts properly and rigidly installed and supported; ducts passing through walls and floors to have ample clearance on all sides properly secured to prevent contact with constructive members of the building. The outside of all return stud spaces from the second floor to be lined with ½" thick air-cell asbestos. Supply registers fitted with adjustable dampers; returns open grilles. Supply registers placed with upper line 7" below ceiling line, return grilles placed with lower line flush with upper line of 4" baseboard.

KITCHEN EQUIPMENT—Electric range and electric refrigerator Kelvinator.



FRENCH PROVINCIAL CHARM

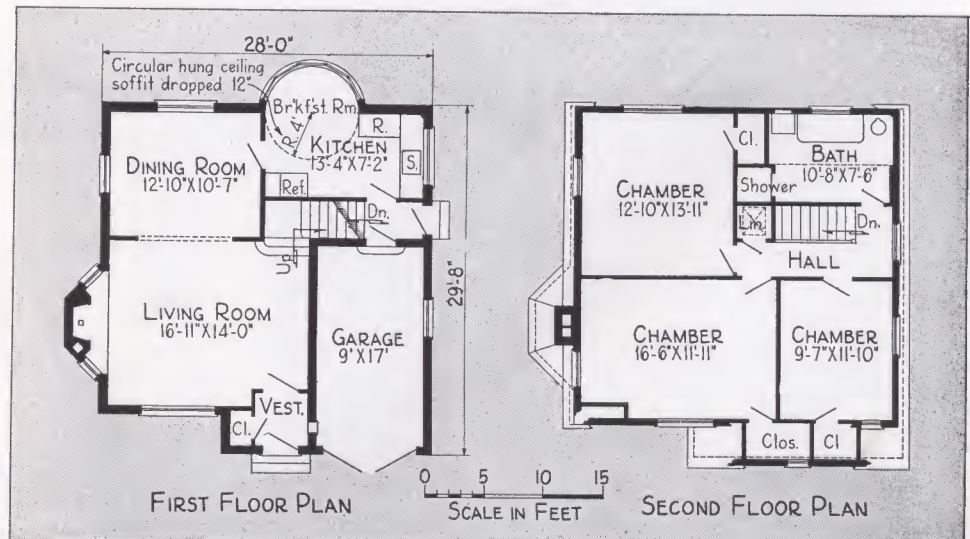
Circular Breakfast Nook, Attached Garage, Fireplace Niche Attract Housewives

Andrew A. Marjey, Architect

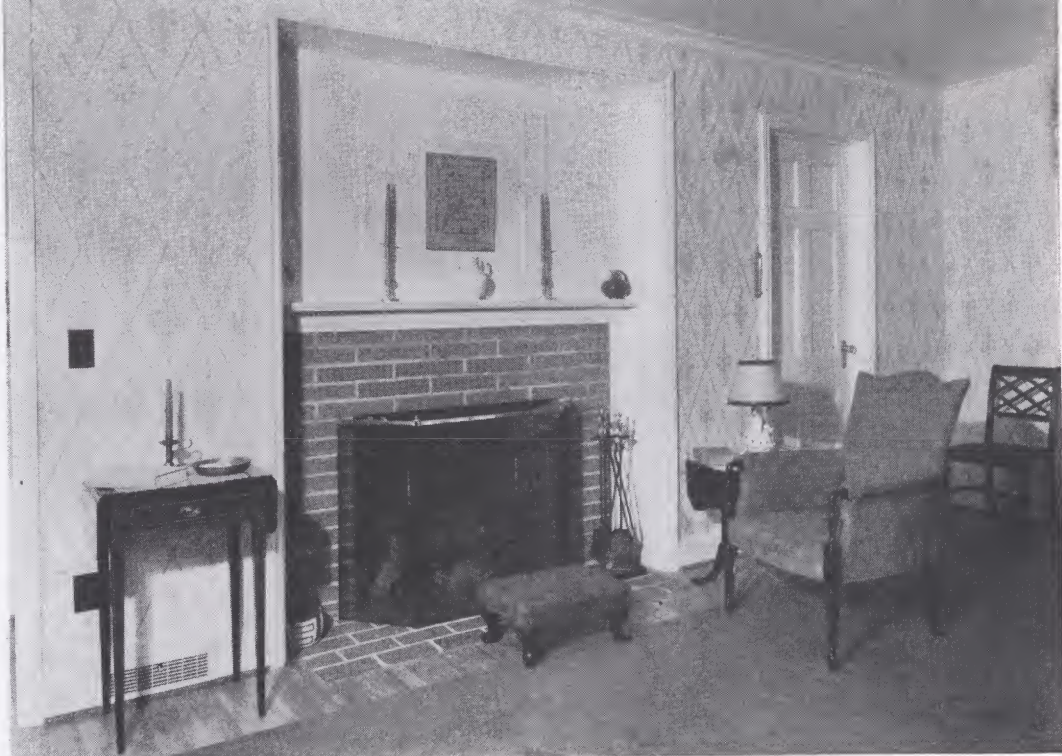
Arthur C. Brill, Builder

ARTHUR C. BRILL, president of Rockville Plaza Homes, Inc., says that this is a good and saleable home design. He built 6 houses of this general type on Long Island early this year and sold them all. Plans for this house were drawn by Architect Andrew A. Marjey of New York City. The house undoubtedly has many attractive sales features. One of the smartest is the circular breakfast nook off kitchen which will catch the morning sun. The built-in garage is another appealing feature, and an item that catches the eye is the fireplace, which is built in a niche at one end of the living room and has a window on either side. The rooms are of fairly good size and the kitchen and bath are large and attractively finished. The house has a radiator system with oil burner, slate roof, steel windows, dormers covered with adzed cedar siding painted in an attractive shade of silver grey.

Cost Key is 1.574—
132—860—37—23—12



R. C. Hunter
Architect



RECESSED FIREPLACE

AN UNUSUAL feature of this Rochester house designed by R. C. Hunter, New York, is the recessed fireplace. Space for two useful closets is provided at either end of the fireplace, forming a recess which is unusual.

THE ENTRANCE detail, at left, is handled with skill and simplicity, the small dormer giving a decorative touch that appeals.

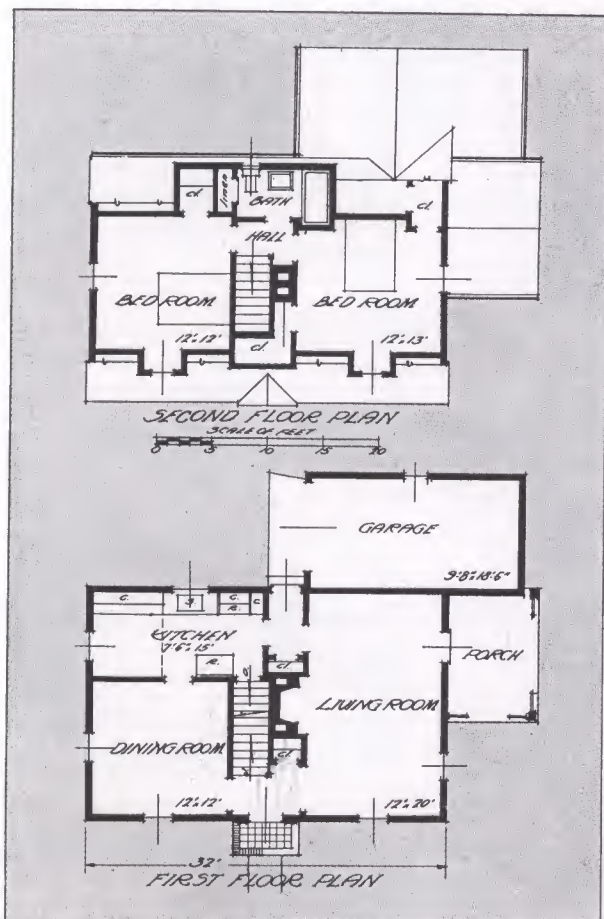




LOW COST COLONIAL

Cost Key is 1.475—142—672—27—19—15

THIS Rochester house by Architect R. C. Hunter is compact and liveable, with an open porch and attached garage that are well handled and pleasing. Simple Colonial trim features the hall entrance below.

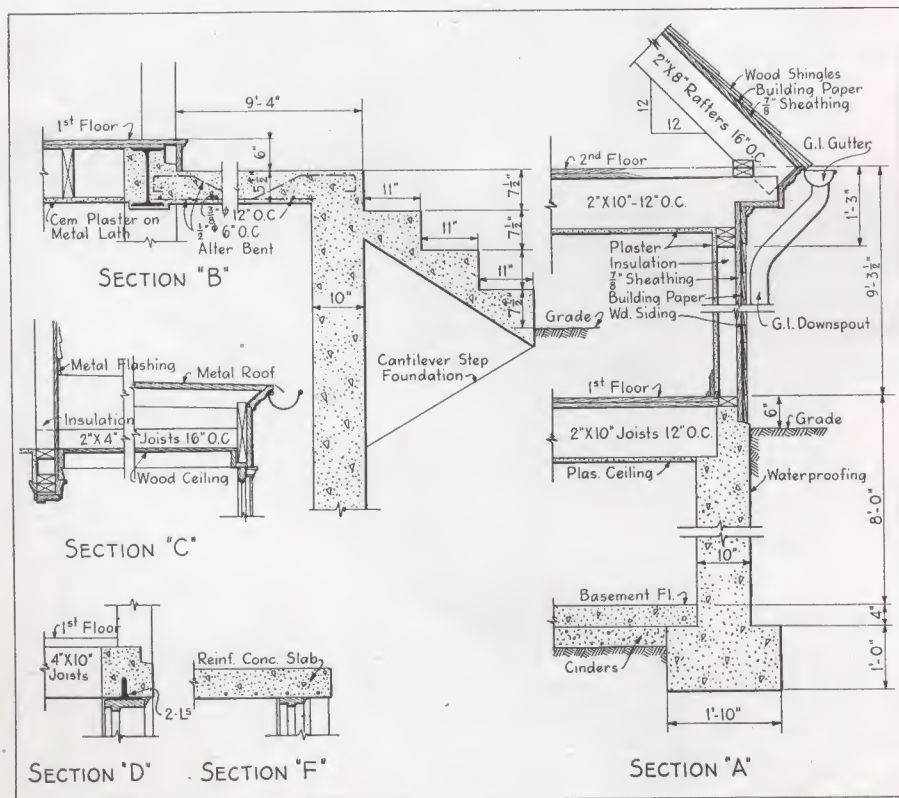




IDEAL CAPE COD DESIGN

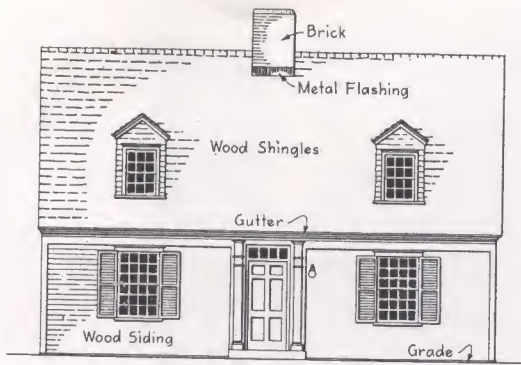
Cost Key is 1.751-124-936-39-19-17

R. P. Travelletti, Chicago, Architect
Charles Waterton, Builder and Owner

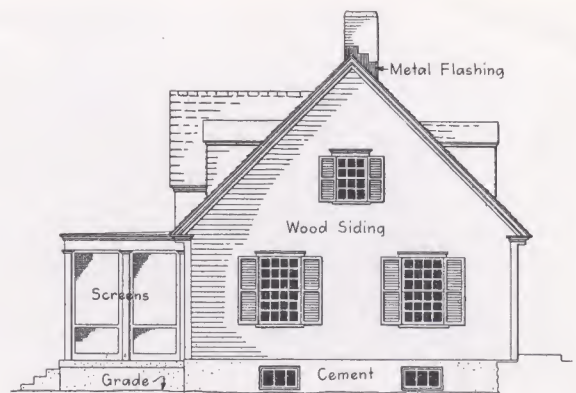


THIS HOUSE built in Winnetka, Ill., represents ideal planning in the traditional and popular Cape Cod style by Architect Travelletti. Fine proportions and balance found in all elevations are well related to the efficient interior layout. A good sized living room, dining room and screened porch are grouped for a pleasant outlook to rear garden. First floor bedroom and bath are separated from other functions and serve as guest or maid's room.

Lumber is featured in the construction—the hand hewn shakes on the roof and the clapboard siding are red cedar, knotty pine is used on fireplace wall in living room, floors are oak. Sisalkraft and glass wool in exterior walls, Standard plumbing Juneair winter conditioning, Vitrolite tile bath, 3-coat plaster on USG Rocklath for walls and on metal lath for ceilings are other features. Some of the fine interior detailing in this home is shown on page 36.



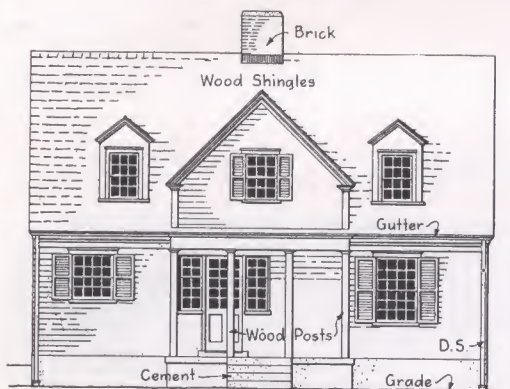
SOUTH ELEVATION



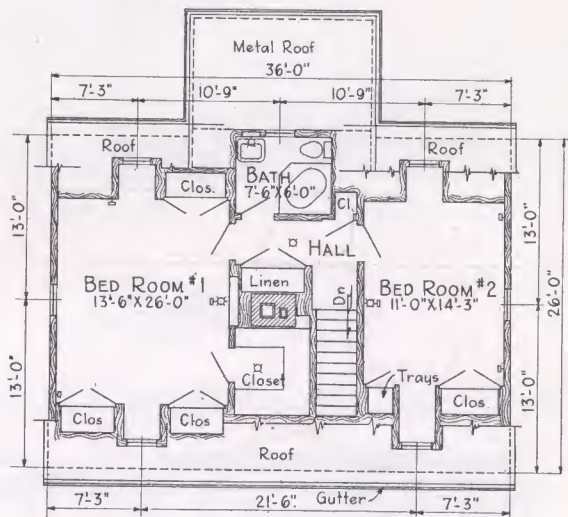
WEST ELEVATION



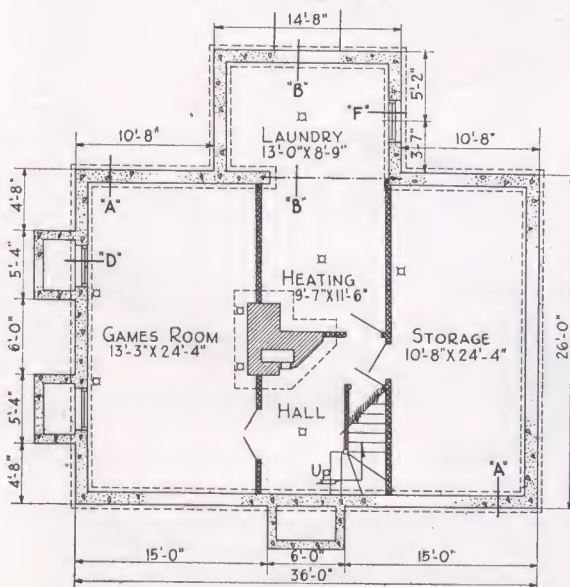
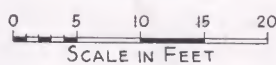
EAST ELEVATION



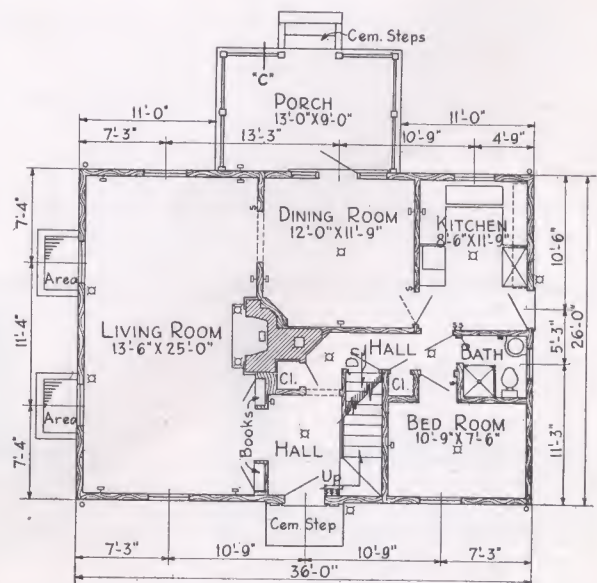
NORTH ELEVATION



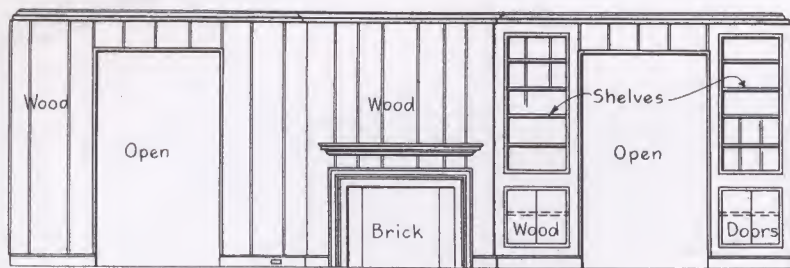
SECOND FLOOR PLAN



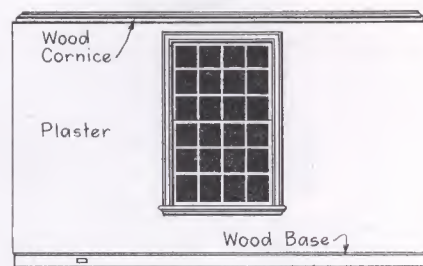
BASEMENT PLAN



FIRST FLOOR PLAN

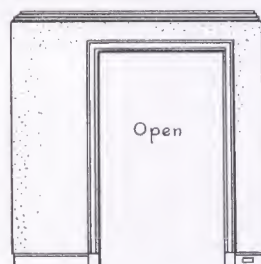


EAST WALL

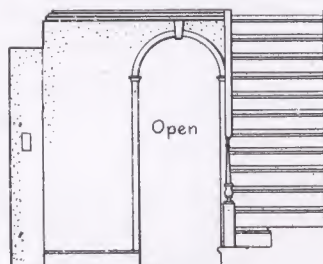


SOUTH WALL

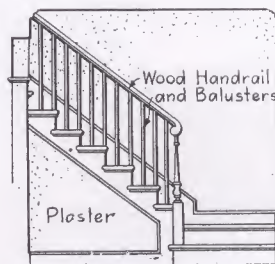
LIVING ROOM



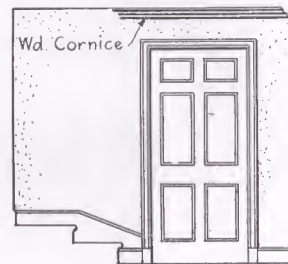
WEST WALL



NORTH WALL

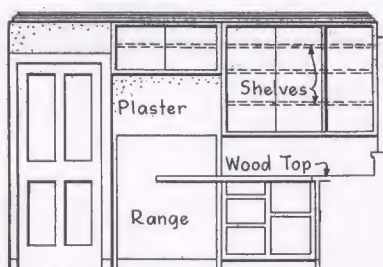


EAST WALL

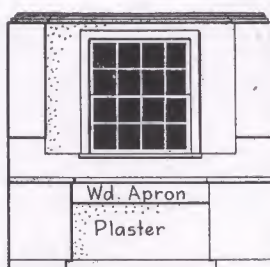


SOUTH WALL

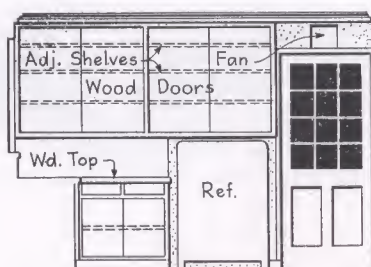
ENTRANCE HALL



WEST WALL

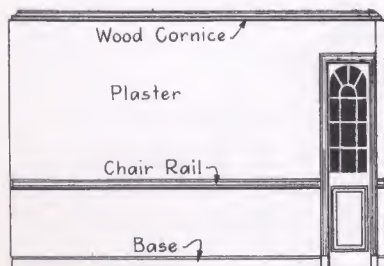


NORTH WALL

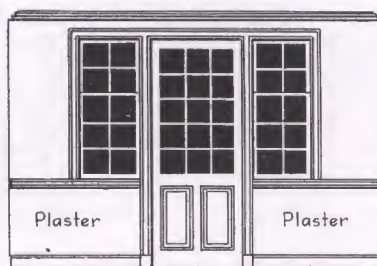


EAST WALL

KITCHEN



SOUTH WALL



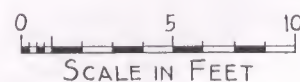
NORTH WALL

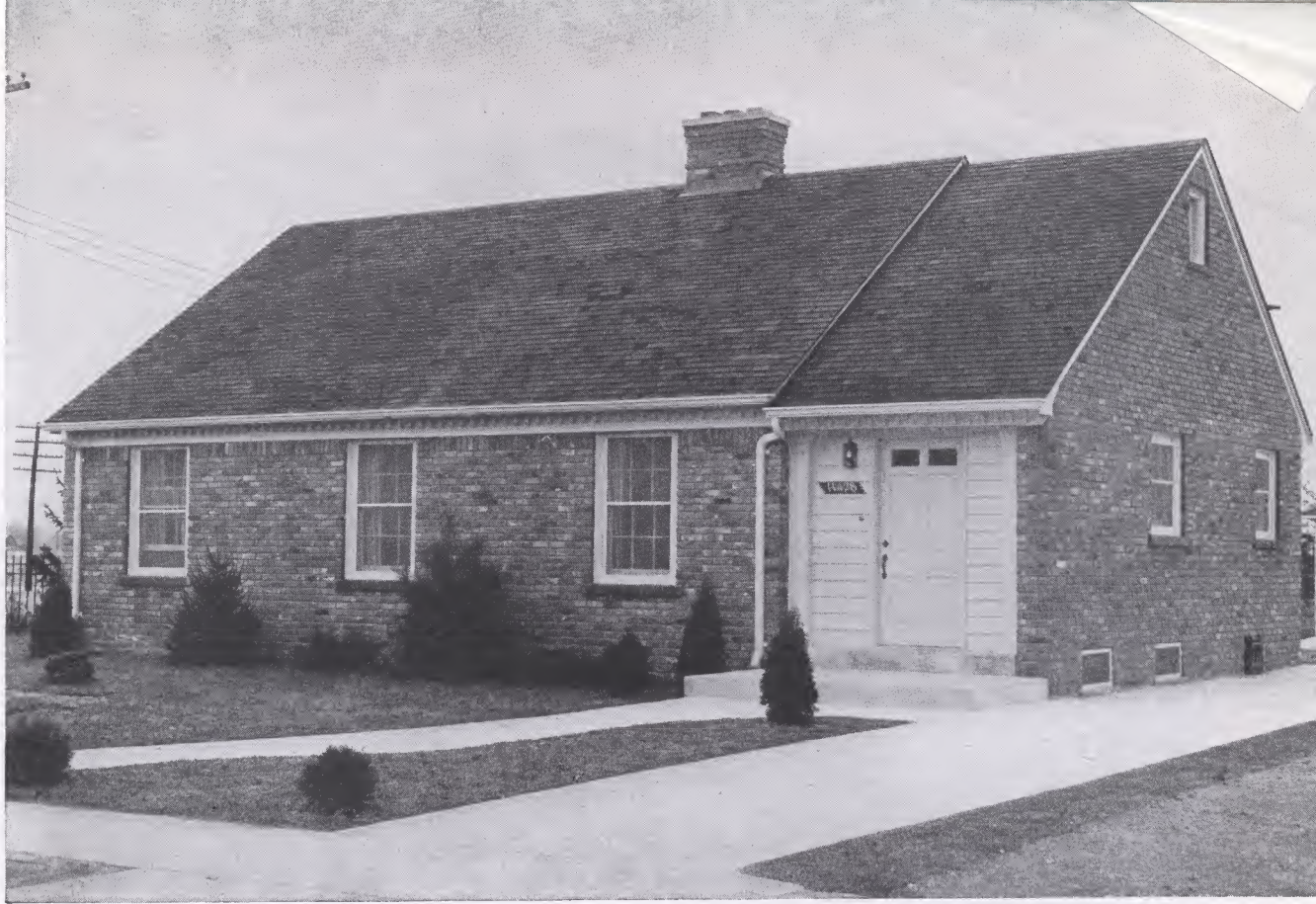
DINING ROOM

CAPE COD DESIGN

Shown on page 34

INTERIOR DETAILS



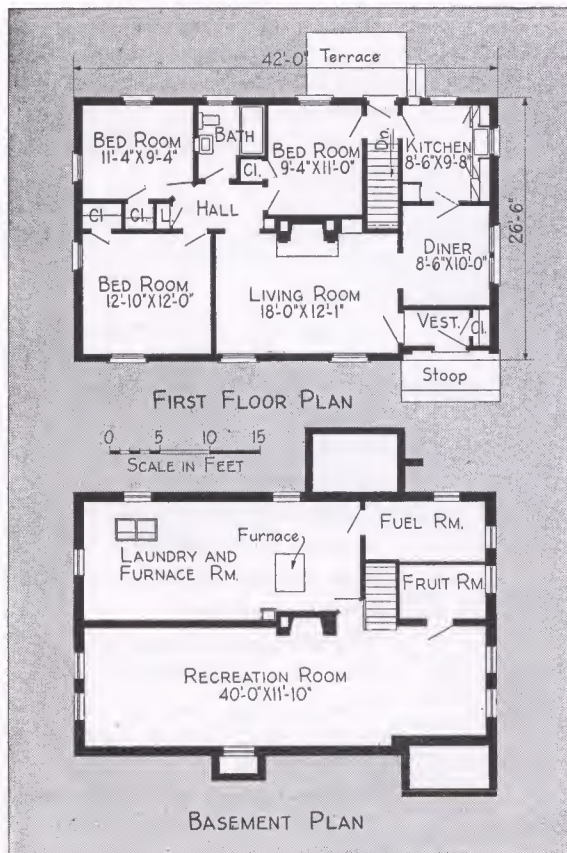


WELL PLANNED CAPE COD COTTAGE

Built by Sheldon Land Co. in Rosedale Gardens, Near Detroit

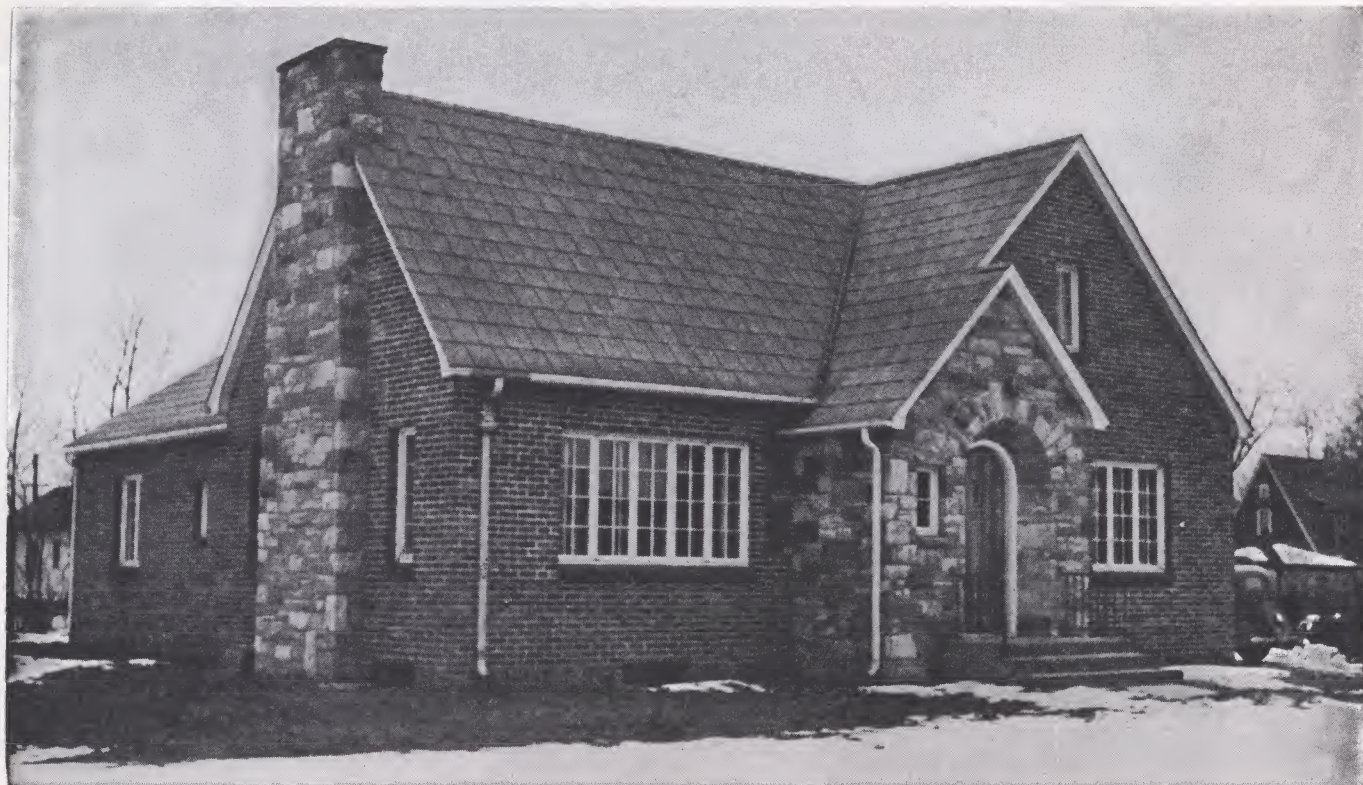
Chas. Horner and W. D. Knox, Architects

COST KEY is 1.241-137-1103-46-16-17



OF a favorite architectural style, the Cape Cod Colonial shown here is constructed according to present standards and is entirely modern in planning and materials. It is an ideal type for suburban communities but will be equally suitable on any lot of fifty feet or larger. Features include brick veneer over Stran-Steel construction, parquet floor laid on concrete base, rock wool insulation, stoker fired hot water heat, modern lighting, Crane fixtures and chrome hardware. The exterior could be painted white and colorful blinds added as an alternate treatment.

IN PLAN this house is conveniently arranged in a simple, rectangular shape which will lower building costs. Waste space is reduced to a minimum. If no basement is desired the stairs can be omitted and this area either made part of the kitchen or combined with the rear bedroom which becomes the utility room; boiler and laundry are then located in this room.



IMPROVED MASONRY HOME

E. N. Saville and Peter C. Schram, Kalamazoo, Builders

A. DeDoes, Architect

COST KEY is 1.644-173-1624-67-21-25.

SPECIFICATIONS

Face brick veneer, sheathing, wood studs and rock lath and plaster inside finish.

Precast concrete joists supporting 2-inch concrete slab first floor.

Poured concrete reinforced footings and foundation.

Insulation, 3 1/2-inch loose fill over ceiling plaster.

Roof, asbestos shingles, copper flashings. Andersen casement windows complete with storm sash and screens.

Basement windows, steel.

Heating plant, Delco Conditionaire with oil burner.

Aero motor deep well pump.

Peerless water softener.

"Standard" plumbing fixtures.

Bathroom tiled.

Disappearing stairs to attic.

Nappanee kitchen cabinets.

Miami Venetian mirror medicine cabinet.

Kirsch Venetian blinds.

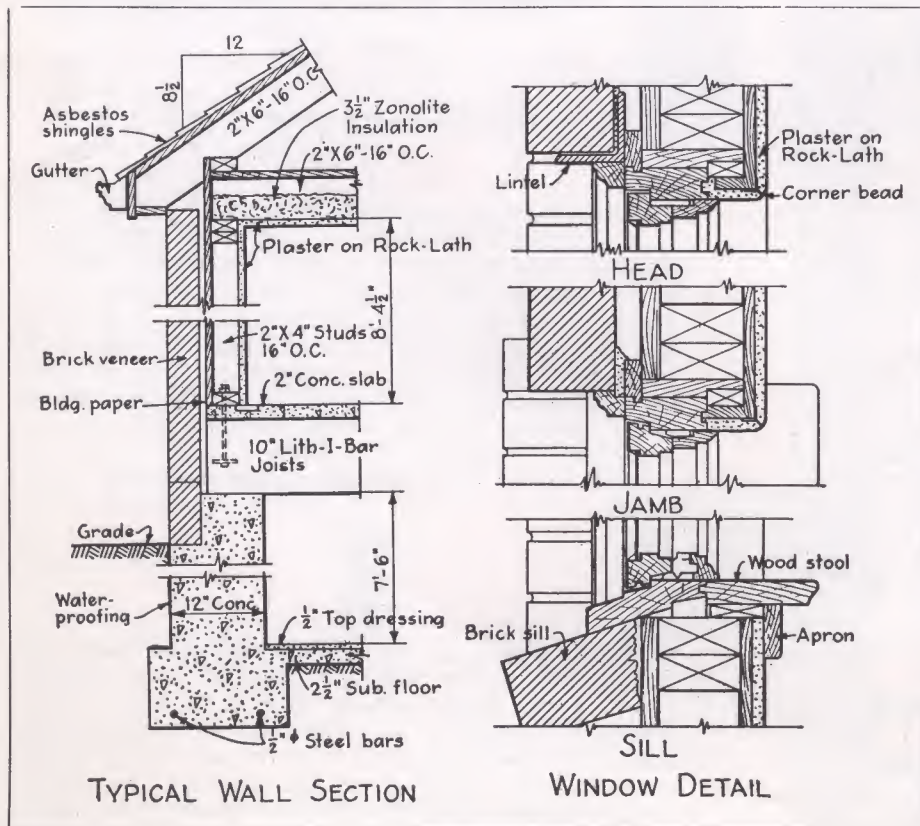
"Overhead" garage doors.

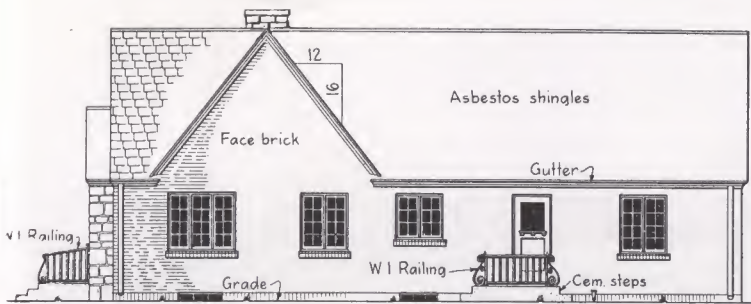
Frank Adam electric heater in bathroom.

Concrete floor carpeted over Ozite throughout except kitchen, linoleum, and bath, ceramic tile.

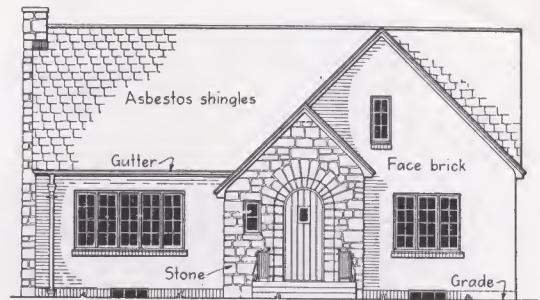
Bedrooms papered with washable paper.

Living room, dining room plastered with colored stucco.

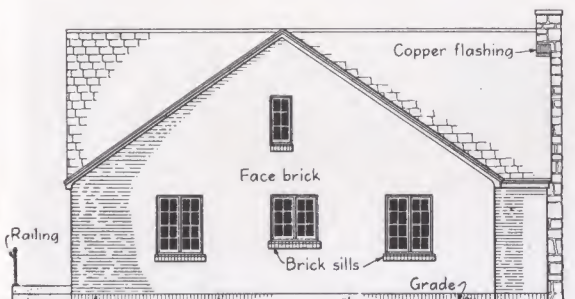




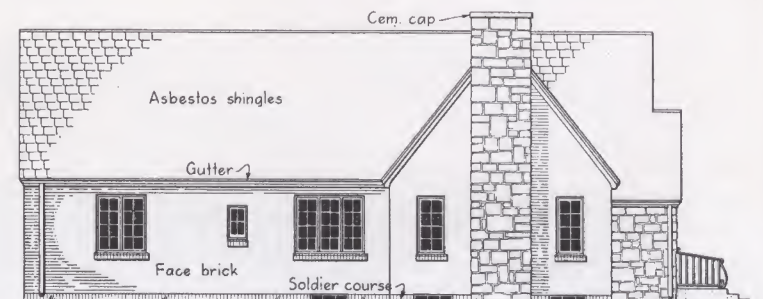
RIGHT ELEVATION



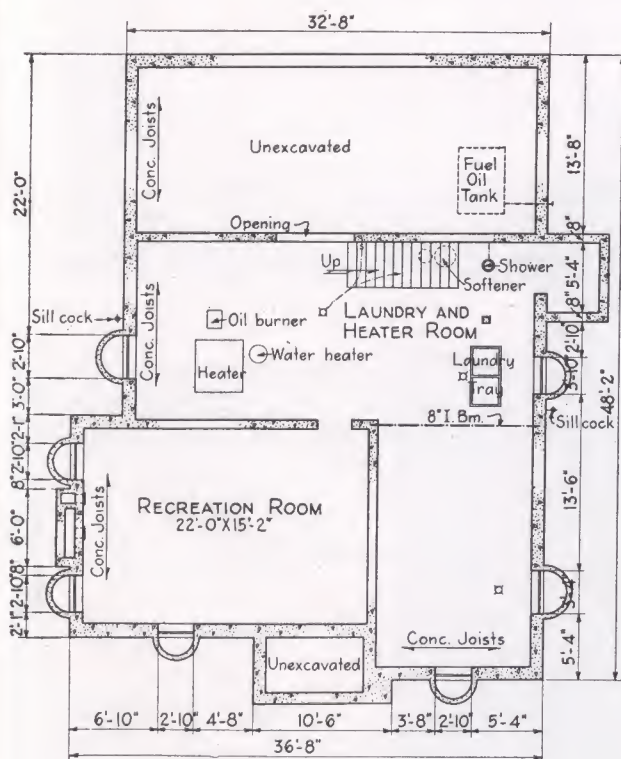
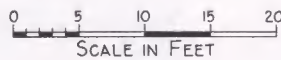
FRONT ELEVATION



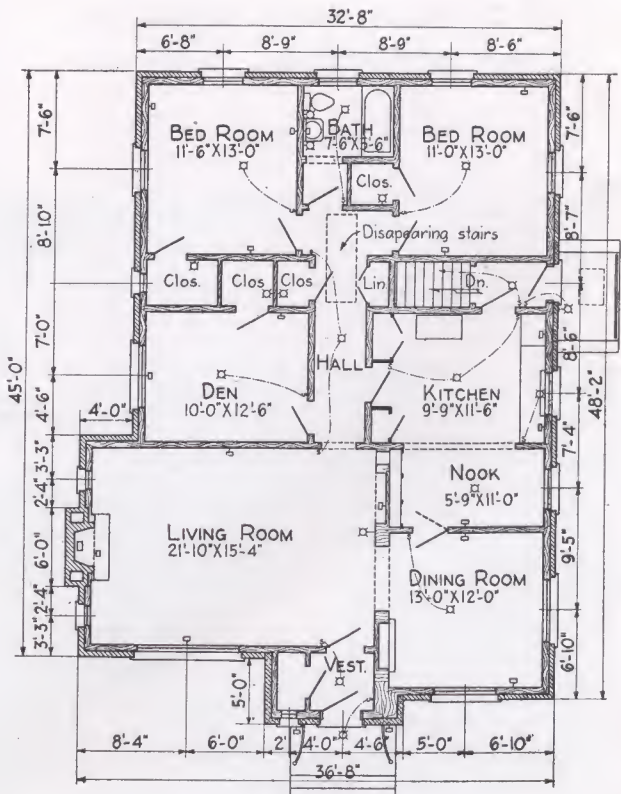
REAR ELEVATION



LEFT ELEVATION



BASEMENT PLAN



FIRST FLOOR PLAN

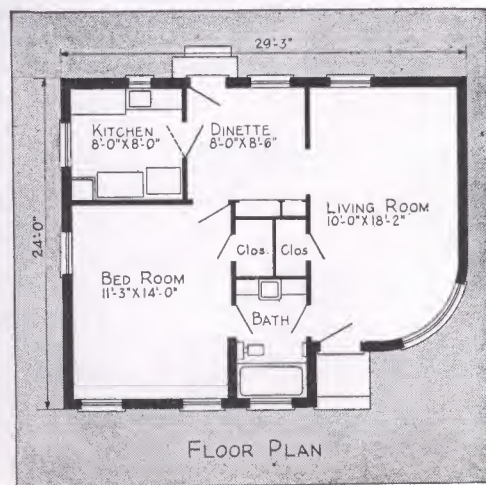
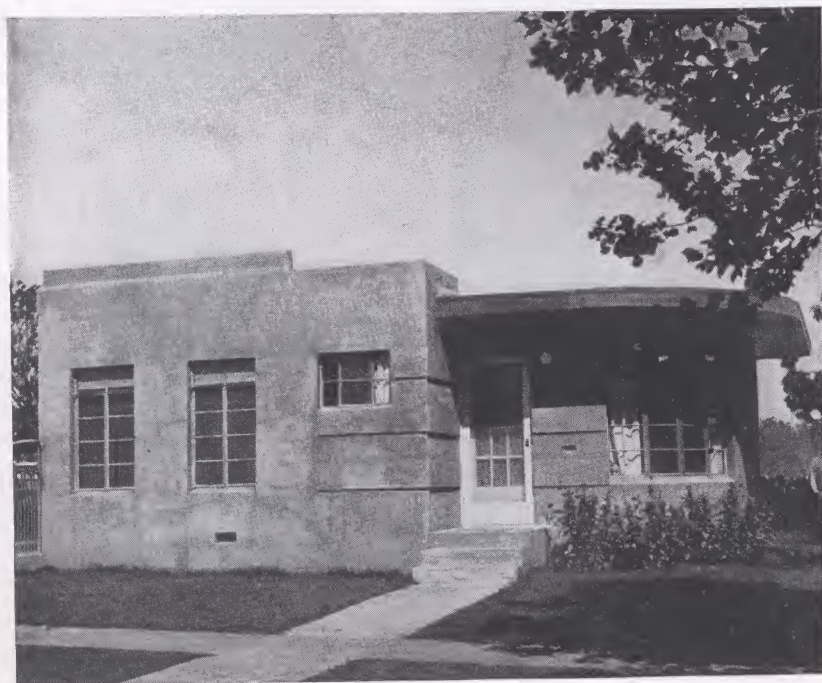


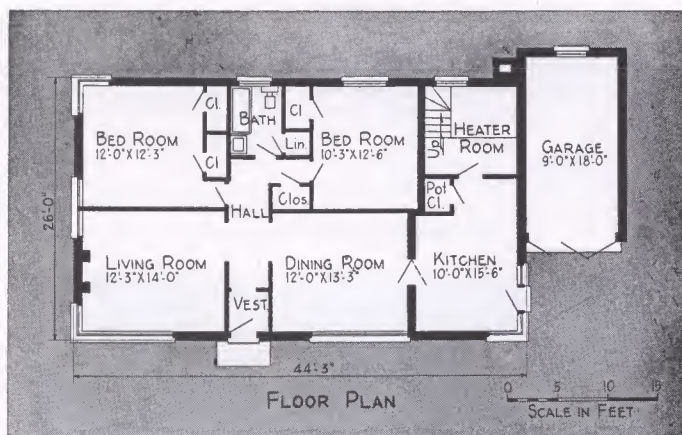
"APARTMENT TYPE" SMALL HOME

**C. M. Davis, Ft. Worth, Texas,
Designer and Builder**

COST KEY is .799-106-(646)-(28)-12-7.

HERE is one of several "apartment-type" houses designed and built at Ft. Worth, Tex., by C. M. Davis. Construction is concrete tile stuccoed. Built to sell at \$1,900. This is compact living in line with today's market and attitude.





CORNER WINDOWS FEATURED

**C. F. Rosberg, New York City,
Architect**

SMALL home of concrete ashlar, with concrete first floor, built for less than \$5,000. Concrete ashlar painted outside and inside with portland cement paint. No plaster on interior.

COST KEY is 1.410-166-(1180)-(50)-16-19.

HOUSE at Lynbrook, Long Island, with 5 rooms, bath, heater room, and attached garage, all of concrete block.





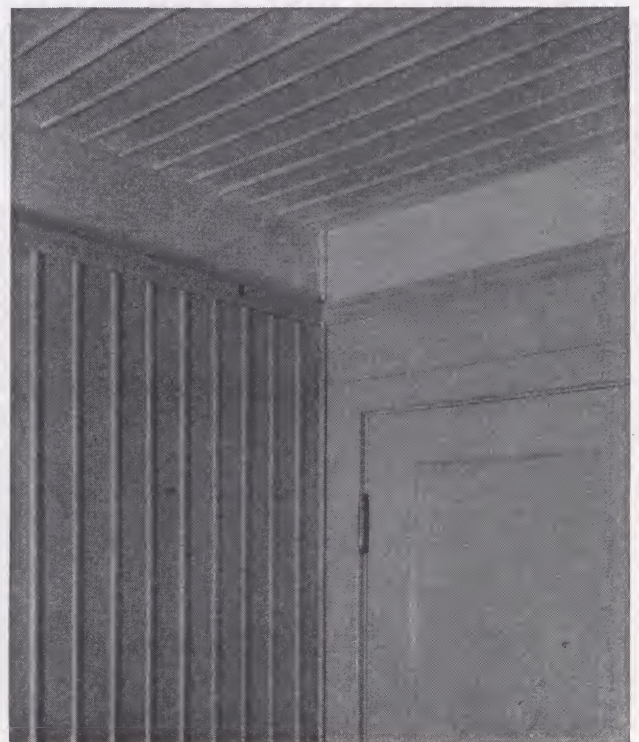
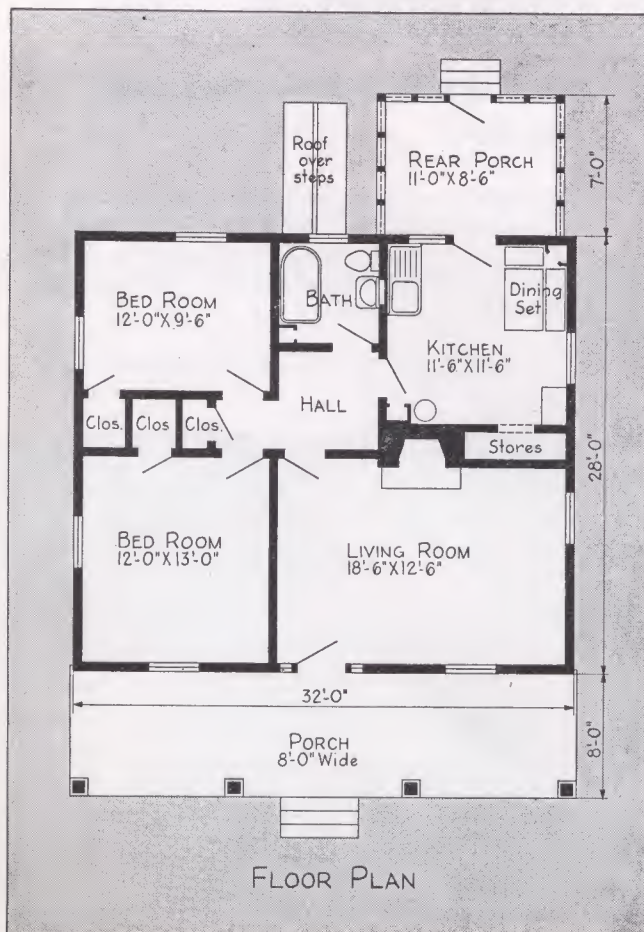
STEEL CLAD HOME

Built at Birmingham, Ala., by the Tennessee Coal, Iron and R. R. Co. to demonstrate value of Sheetsteel for low cost homes

ON JUNE 22, 1935, this "Tennesteel Homestead" was opened to the inspection of architects, builders, agricultural authorities, industrialists and the general public. Interest in this demonstration of low cost home building has continued since. Sided with 28 gauge steel weather-board sheets and lined with 28 gauge beaded ceiling sheets, both applied over $\frac{1}{2}$ inch insulating fibre board this steel clad house offers a fire resistive home of cozy conventional appearance.

COST KEY is 1.107-120-896-38-14-16.

BELOW is close-up view of beaded ceiling sheets used throughout this house as inside finish.



Bill of Materials—Steel-Clad Cottage

BRICKWORK

Common brick (and mortar)...6800
No. 2 Buff Face brick..... 125
Fire brick..... 150
6x9" Chimney Thimbles..... 2
8½x8½" Flue Lining.....36 lin.ft.
13x13" Flue Lining.....18 lin.ft.

SILLS: No. 1 L.L.Y.P. S4S

4 pcs. 4x10"—14'0".....187 ft.B.M.
4 pcs. 4x10"—16'0".....213 ft.B.M.
2 pcs. 4x 8"— 8'0"..... 43 ft.B.M.
3 pcs. 4x 8"—12'0"..... 96 ft.B.M.
1 pc. 4x 8"—14'0"..... 37 ft.B.M.

GIRDERS: No. 1 L.L.Y.P. S4S

3 pcs. 4x8"— 8'0".....64 ft.B.M.
1 pc. 4x8"—20'0".....54 ft.B.M.

FLOOR JOISTS: No. 2 S.L.Y.P. S2E

5 pcs. 2x8"—10'0"..... 67 ft.B.M.
15 pcs. 2x8"—12'0".....240 ft.B.M.
50 pcs. 2x8"—14'0".....933 ft.B.M.

STUDS:

146 pcs. 2x4"—16'0".....1558 ft.B.M.

HEADERS:

2x4"—1170 lin.ft.....780 ft.B.M.

PLATES—No. 2 S.L.Y.P. S4S

16 pcs. 2x4"—16'0".....171 ft.B.M.
18 pcs. 2x4"—14'0".....168 ft.B.M.

CEILING JOISTS—No. 2 S.L.Y.P. S4S

52 pcs. 2x6"—16'0".....832 ft.B.M.
17 pcs. 2x4"—10'0".....113 ft.B.M.

RAFTERS—No. 2 S.L.Y.P. S4S

34 pcs. 2x6"—18'0".....612 ft.B.M.
19 pcs. 2x4"—22'0".....279 ft.B.M.
9 pcs. 2x4"—10'0"..... 60 ft.B.M.

POSTS:

6 pcs. 6x6"—8'0".....144 ft.B.M.

BRACING:

1x4"—180 lin.ft..... 60 ft.B.M.

ROOF DECKING, 1x6" 1650 ft.B.M.

PORCH ROOF:

¾x3¾" Ceiling.....150 ft.B.M.

SUB-FLOORING:

1x6" and 1x8".....950 ft.B.M.

FLOORING:

1x3" Rift Pine.....1350 ft.B.M.

INTERIOR TRIM:

¾x3¾" No. 1 K.D. Trim.....200 ft.B.M.
¾x2¾" No. 1 K.D. Trim.....225 ft.B.M.

EXTERIOR TRIM:

¾x3¾" No. 1 K.D.Y.P. 100 ft.B.M.
¾x4½" No. 1 K.D.Y.P. 100 ft.B.M.
¾x7½" No. 1 K.D.Y.P. 150 ft.B.M.
¾x11½" No. 1 K.D.Y.P. 75 ft.B.M.

WOOD STOPS:

¾x3".....100 ft.B.M.

MISCELLANEOUS LUMBER FOR

WINDOWS, DOORS, SCREENS:
¾x1".....400 lin.ft.

¾"x1½".....200 lin.ft.
¾"x3"..... 60 lin.ft.
¾"x1½"..... 75 lin.ft.
¾"x2½".....150 ft.B.M.
1½"x6".....325 ft.B.M.
1½"x6"..... 75 ft.B.M.

MOULDING:

¾"x2½" mould..... 75 lin.ft.
¾"x1½" mould..... 75 lin.ft.
¾"x1½" mould..... 75 lin.ft.
¾"x1½" picture mould.....225 lin.ft.
¾" round mould..... 35 lin.ft.

WINDOWS:

12 lts. 10x14"—1½"..... 7
12 lts. 8x10"—1½"..... 2
8 lts. 14"x7'0" Side Lights.....2
2 lts. 10x12" Cellar sash, 1½".....2

INSULATION:

¾" Wallboard.....26 squares
Mineral wool insulation...300 cu.ft.
Tarred felt paper.....15 squares

ROOFING:

5 V-crimped galv. steel 28 ga.
57 sheets 10' long.....11.4 sqs.
20 sheets 8' long..... 3.2 sqs.
1½" ridge rolls—12' sheet—
28 ga..... 32 lin.ft.
Standard block finials, galv. steel...2

SIDING:

Weatherboard siding—galv. steel,
28 ga.
5 sheets 10' long.....1.0 sqs.
15 sheets 9' long.....2.7 sqs.
11 sheets 8' long.....1.76 sqs.
65 sheets 7' long.....9.1 sqs.

BEADED CEILING—28 Ga. Galv.

Steel Resquared:
18 sheets 10' long..... 3.6 sqs.
50 sheets 9' long..... 9.0 sqs.
18 sheets 8' long..... 2.88 sqs.
120 sheets 7' long.....16.8 sqs.
Plain Galvanized Steel Sheets—
235 lin.ft. 9" wide 28 Ga.....138 lbs.

TERMITE SHIELDS—Galvanized

STEEL 28 GA.:
120 lin.ft. 8" wide
25 lin.ft. 16" wide.....126 lbs.
16 lin.ft. 20" wide

FLASHING AND LOUVERS—

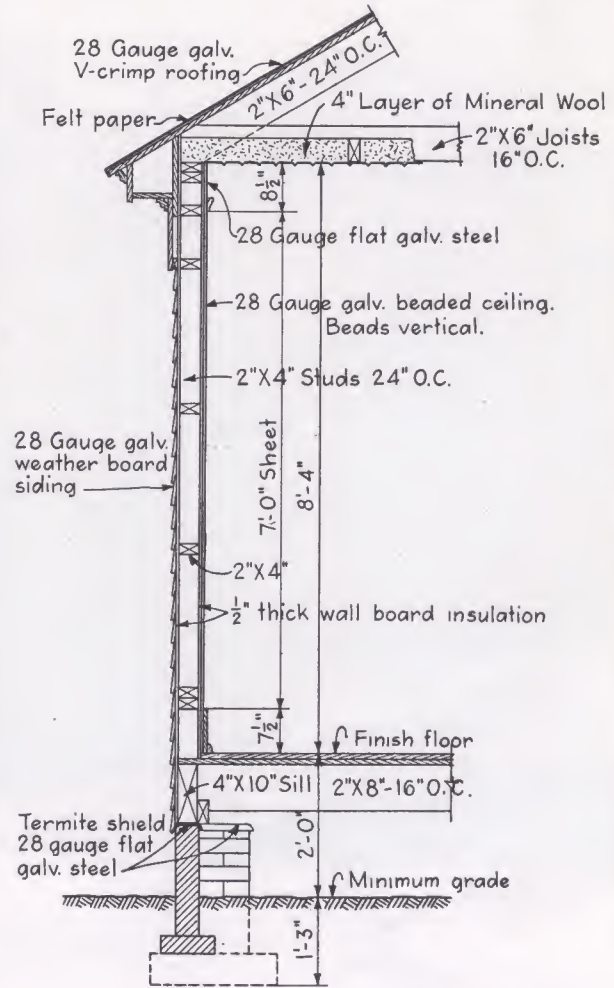
PLAIN GALVANIZED STEEL:
For roof—40 lin.ft. 8" wide, 26
ga.....24 lbs.
For sizes—100 lin.ft. 8" wide,
28 ga.....24 lbs.
For louvers—25 lin.ft. 6½"
wide, 28 ga.....63 lbs.

PLUMBING AND ELECTRICAL

MATERIALS AND FIXTURES—
as desired.

DOORS, NAILS, MISC. HARD-

WARE AS NEEDED.



TYPICAL WALL SECTION



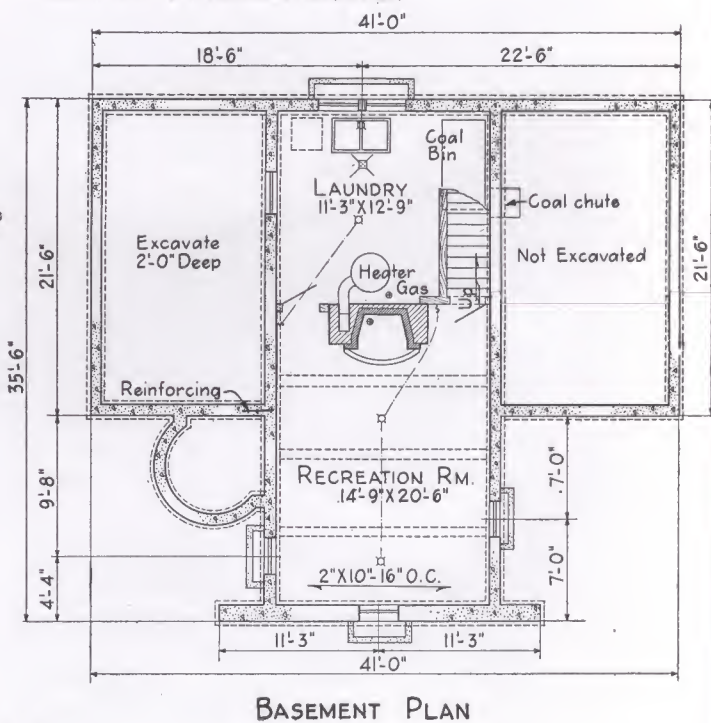
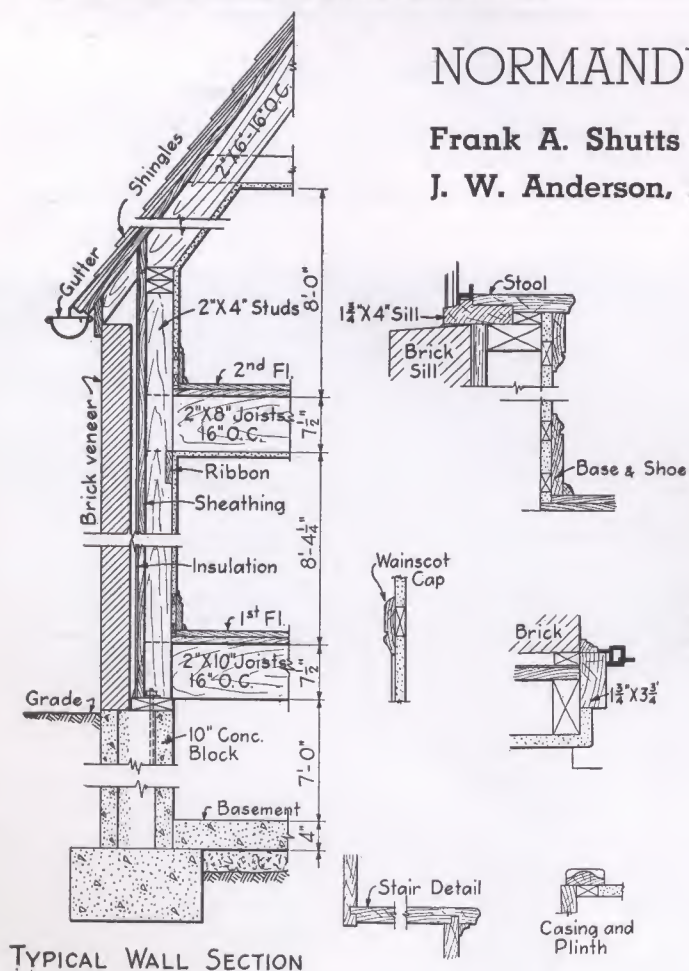


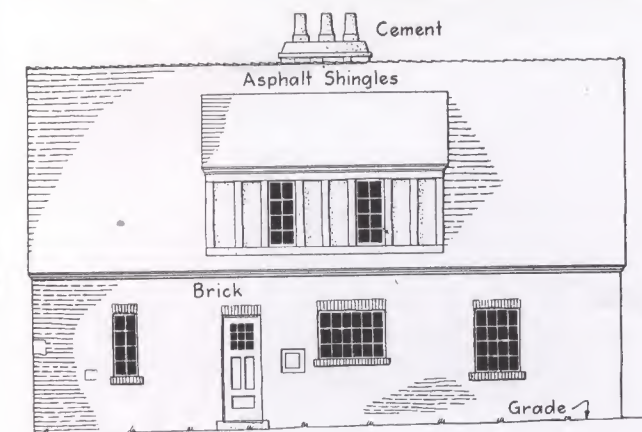
NORMANDY TYPE HOME at Erie, Pa.

Frank A. Shutts & Karl E. Morrison, Architects

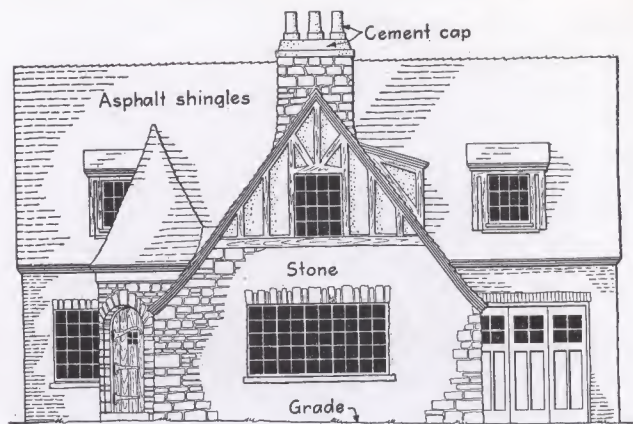
J. W. Anderson, Builder

COST KEY is 1.980-153-944-40-22-22.

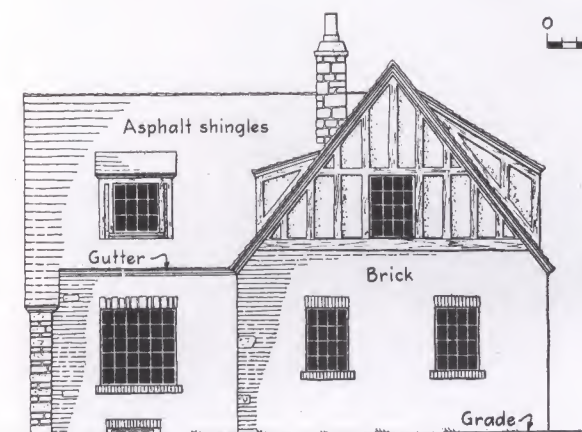




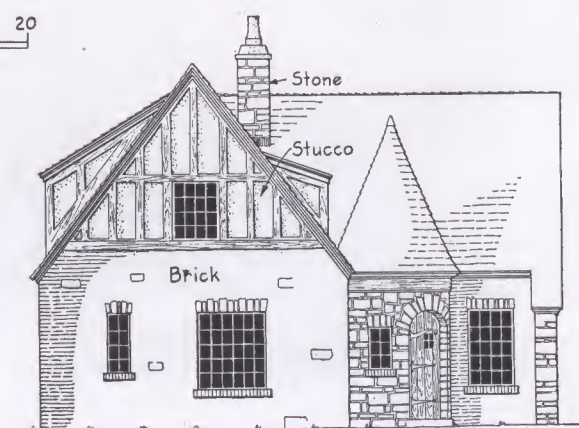
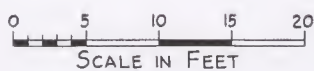
SOUTH ELEVATION



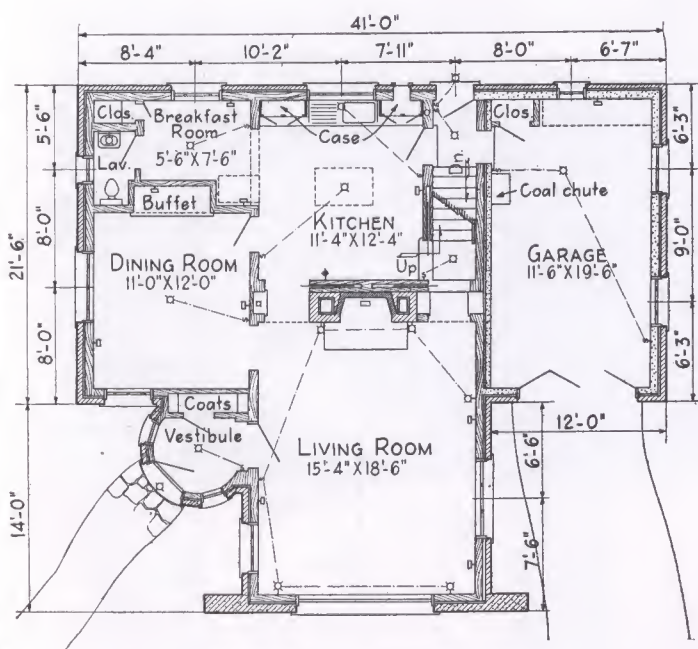
FRONT ELEVATION



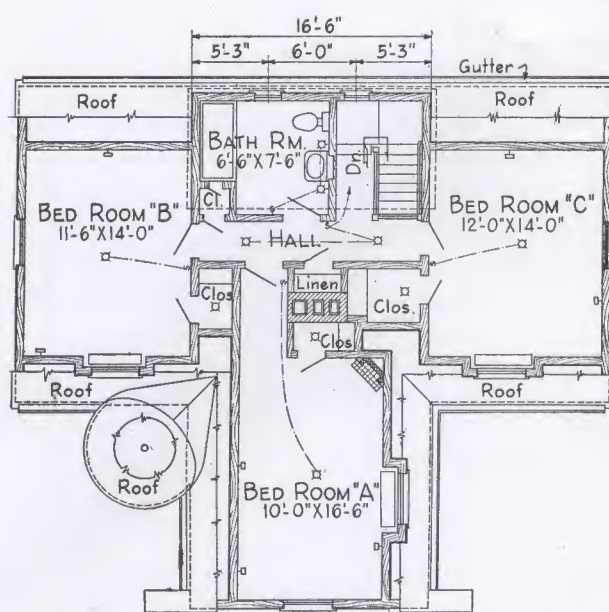
WEST ELEVATION



EAST ELEVATION



FIRST FLOOR PLAN

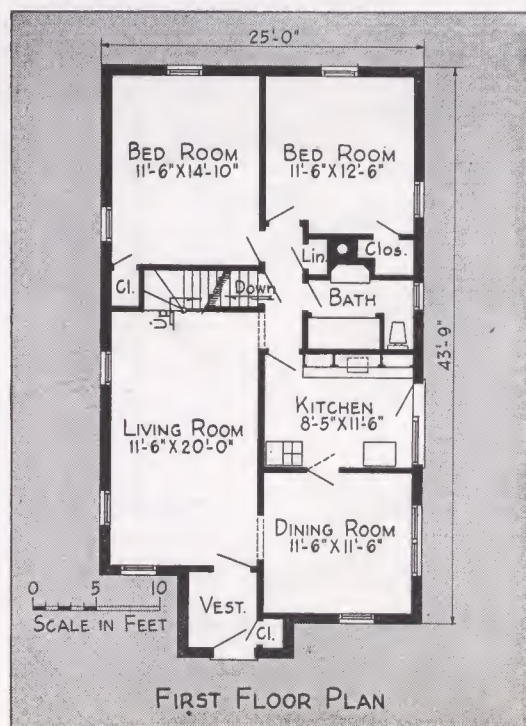


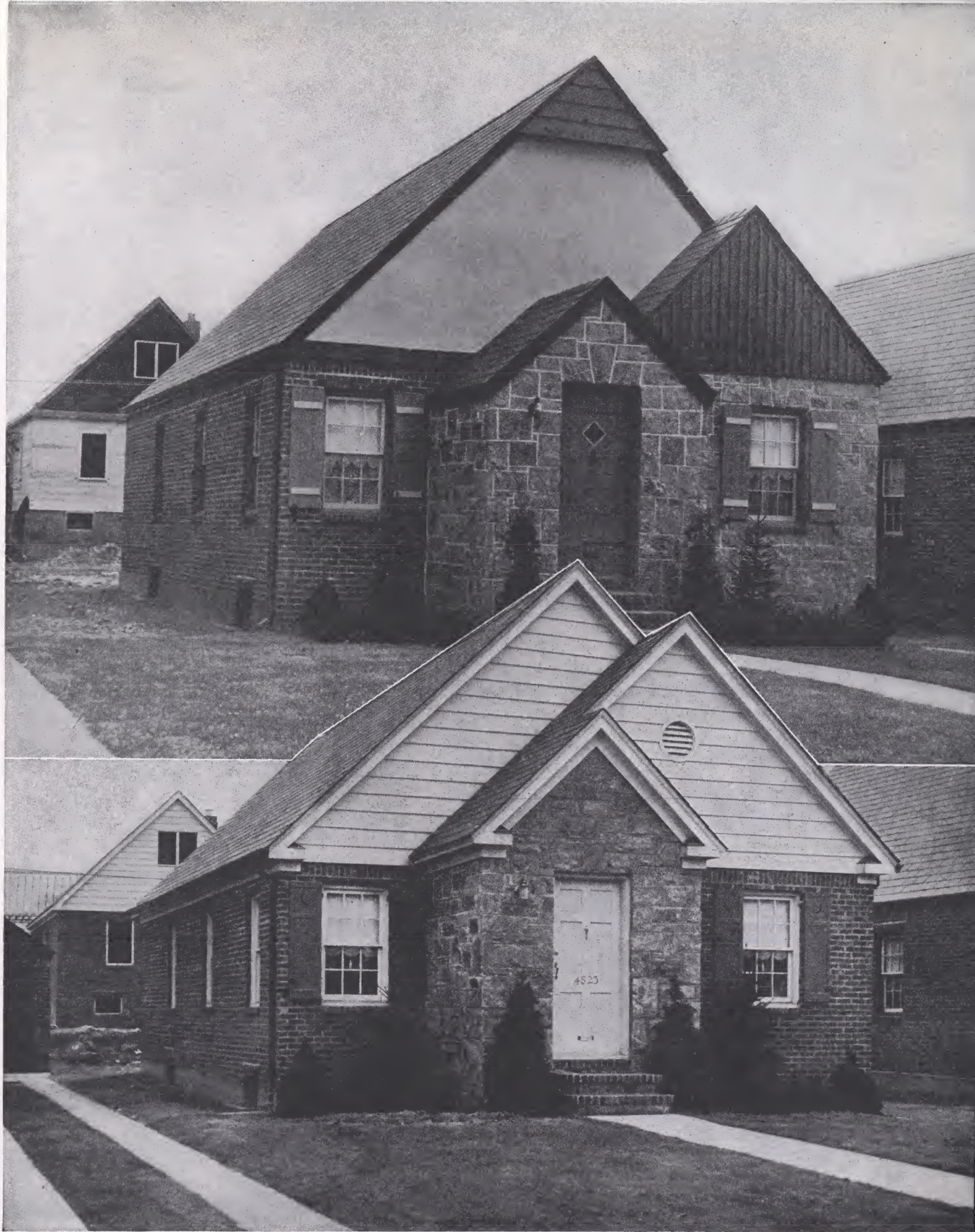
SECOND FLOOR PLAN



SUPER BATH, KITCHEN

BEAUTIFULLY tiled baths with recessed tub and shower sell the husband. Careful, efficient kitchens with mill-built cabinets sell the wives. These are two outstanding features of the Gross-Morton low cost bungalows shown on opposite page. Of course there are other features, too, such as the efficient floor plan below, studio living room and a large open attic which provides space for future family expansion.





EXTERIORS of the Gross-Morton bungalows at Bayside Hills, Long Island, are varied somewhat as above. Over-all dimensions are approximately 25 by 43 feet.

LOW COST BUNGALOW STUDIO LIVING ROOM



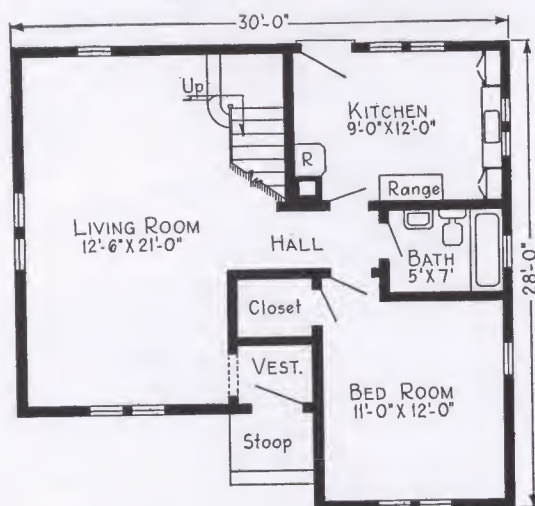
WHILE this house was planned as a flexible unit for subsistence home-stead development, it would with few changes serve equally well as a summer cottage or low cost home in town or city. The house shown here represents a minimum accommodation to keep the original cost very low.

Two bedrooms and closet space can be finished on the second floor; the one on the first floor would be used as a dining room and the closet open into the vestibule. A basement and furnace would replace the oil heater placed under the stairs. Blinds will improve the exterior appearance.

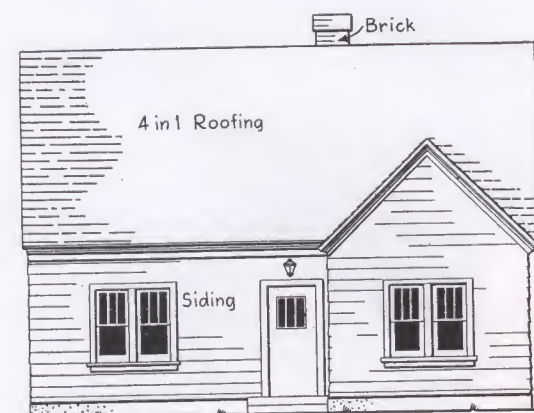
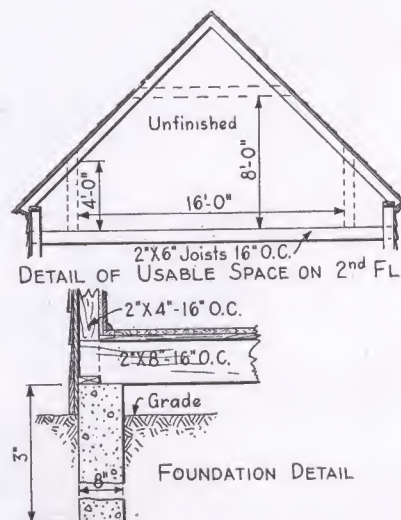
LOW COST GARDEN HOME

Built by Pepper Construction Co., Chicago, near
Palatine, Illinois, for Arthur T. McIntosh Co.

Cost Key is .869—
116—732—31—13—11



FIRST FLOOR PLAN



FRONT ELEVATION



SIDE ELEVATION

Are these Houses Best Value?

Contracts Let for First 5 Test Houses at Purdue

Each to Cost Less than \$5,000

Housing Research Project Sponsored by University to Develop Cost and Performance Data

FRANK WATSON, director of Housing Research, Purdue University, has issued a "Progress Report" on the activities and findings to date of the Project launched June, 1935 at West Lafayette, Ind., for the purpose of studying, building and testing the performance of a number of medium cost houses of various types of design and construction; these houses to be built on an addition to the Purdue Campus and to be leased to and occupied by members of the scientific staff of the University.

Mr. Watson states in this Report that in the development of the details of the housing research program every effort has been made to conform to the expressed wish of members of the building industry to engage in research and study of a basically practical nature.

"We are now engaged in the actual construction of nine* houses," he continues, "as a practical study of cost items. These houses are each of a different basic construction and represent the important materials and methods now available. Leading architects of the country have given freely of their time in designing the houses. Industry has been consulted on the proper use of the several materials employed. It may be fairly said, therefore, that these houses represent the best that can be done today in their respective classes.

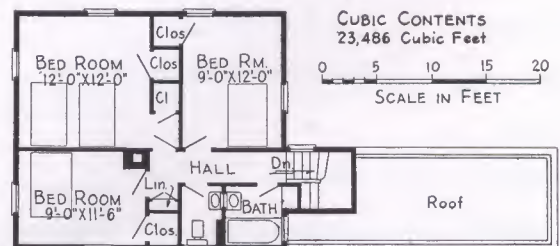
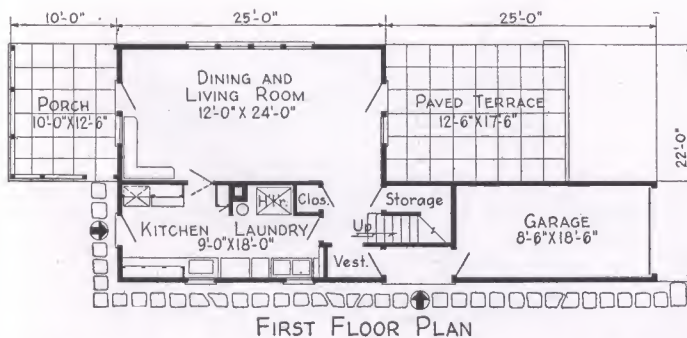
*The first five only are illustrated here, and as of Feb. 15, 1936, actual work at the building site was progressing on Houses Nos. 1, 2 and 3 only.—Editor.



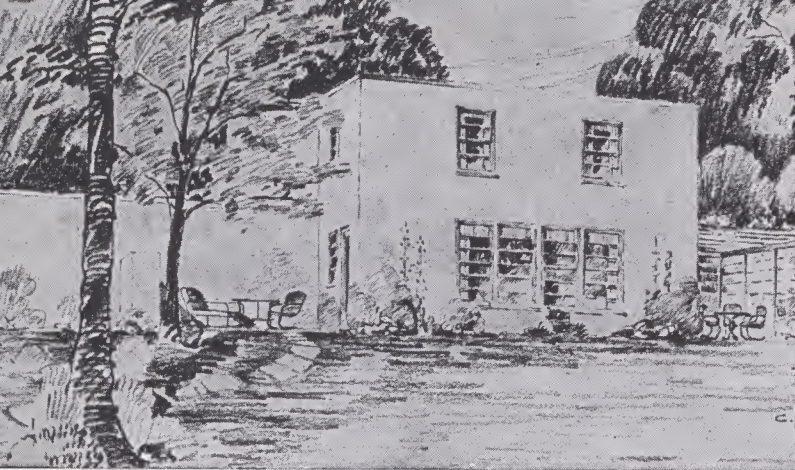
WORK under way on House No. 1 on the Purdue University Campus, the Housing Research Project. This house, by J. Andre Fouilhoux, architect, is of insulated wood construction with flat roof.

"The specifications for these houses are an illustration of the practical approach which those in direct charge of the project have adopted. These specifications also reveal in a practical way the importance of the problem which lies ahead.

"Each house is designed to accommodate an average family of parents and one or more children of each sex. A garage is also listed as a necessity. This specification fits the mass of the prospective home owning public. The specifications also state that the house must be erected under ordinary conditions at a cost not to exceed \$5,000. It is recognized that this requirement does not fit the mass of prospective home owners. (See Effect of Incomes, page 57.) Those in charge of the Project were directly cognizant of this fact. The general income level of the country will not support an extensive housing development even in the \$5,000 price class. Preliminary studies revealed, however, that it is all but impossible in the present state



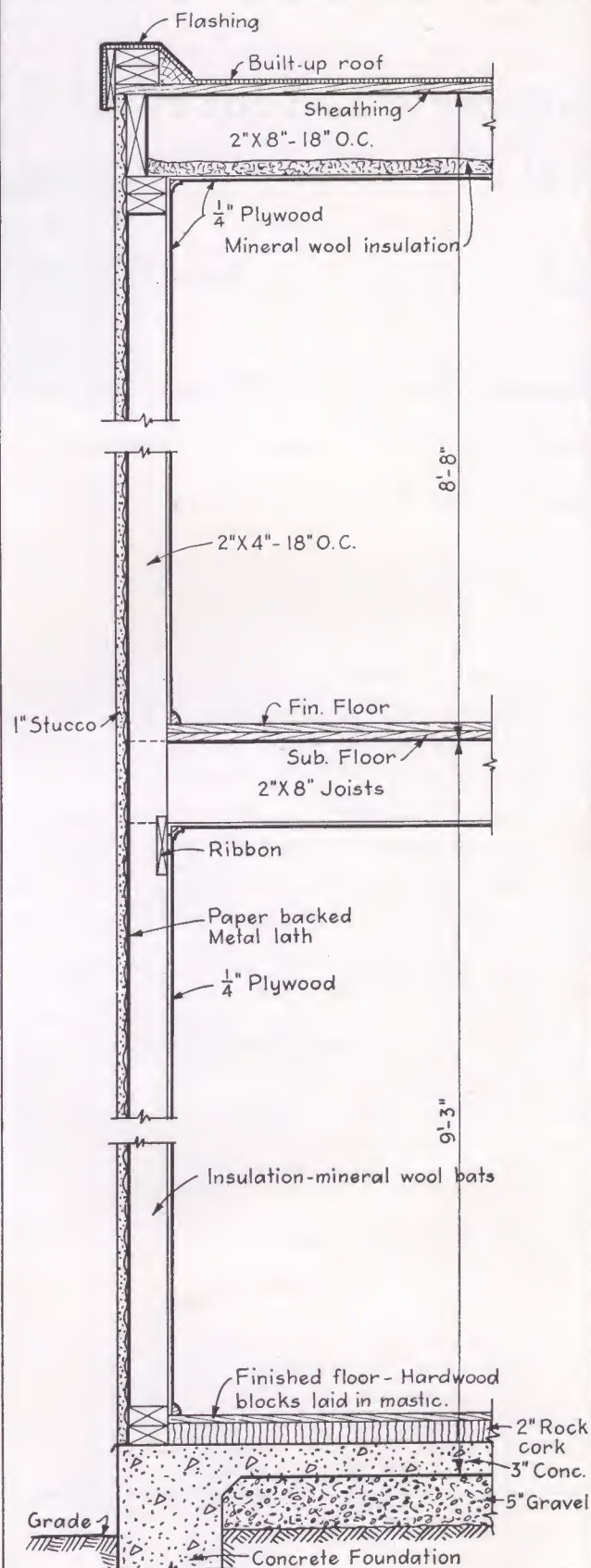
FLOOR plans of House No. 1; for details of construction and exterior perspective sketch see next page; cubic contents 23,486 cubic feet, contract price \$4,682; unit cost 20 cents per cubic foot.



HOUSE No. 1 at Purdue follows the design awarded first prize in a recent small house competition by the New York Chapter, A.I.A.; J. Andre Foulhoux, architect, New York City; construction details to right, floor plans on preceding page.

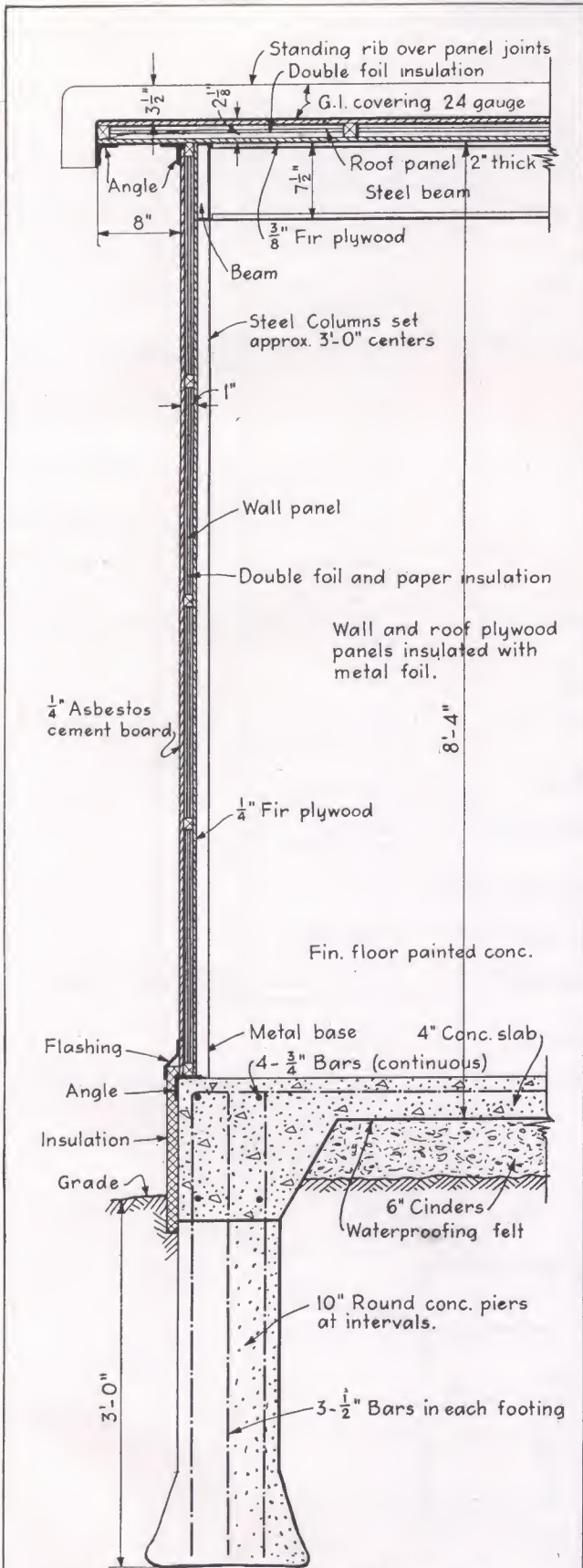
Outline Specifications—HOUSE No. 1

FOUNDATIONS	Concrete. Mix, 1 cement, 3 sand, 5 gravel
TERRACES AND WALKS	Poured concrete
FLOORS	
1st floor	Fill, 5" tamped gravel Slab, 3" concrete Insulation, 2" cold storage type Finish, hardwood blocks laid in mastic; Kitchen, linoleum
2nd floor	Framing, 2"x8" joists with 1"x8" T & G sub floor Finish, hardwood strip flooring; Bathroom, linoleum
Garage floor and drive	Gravel
WALLS AND CEILINGS	Framing, 2"x4" studding, western type Insulation, mineral wool bats Exterior finish, cement stucco on paper backed metal lath Partitions, 2"x4" and 2"x3" studding Interior finish, 1/4" fir plywood Ceiling finish, 1/4" fir plywood
ROOF	Framing, 2"x8" joists with 1"x8" T & G sheathing Insulation, mineral wool Roofing, 10 year built up roof Flashing, #24 gage galvanized iron, painted
TRIM	Yellow Pine trim for windows, doors, base and picture mold, etc.
PAINTING	Lead and oil
WINDOWS	Wood, casement type. Screens
DOORS	Wood
WIRING	BX cable
PLUMBING	Enameled iron fixtures; piping, copper tubing Water heater, 20 gal. boiler, automatic gas
HEATING	Forced warm air; automatically regulated Automatic flash type oil burner
HARDWARE	Bronze and plated



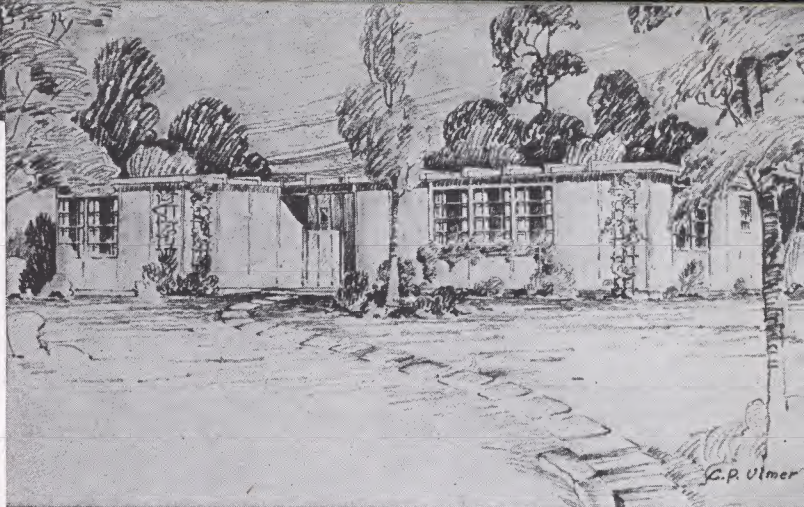
CONSTRUCTION DETAILS HOUSE No. 1

J. Andre Foulhoux, Architect



CONSTRUCTION DETAILS HOUSE NO. 2

Howard T. Fisher, Architect.
John A. Pruyn. Associated.

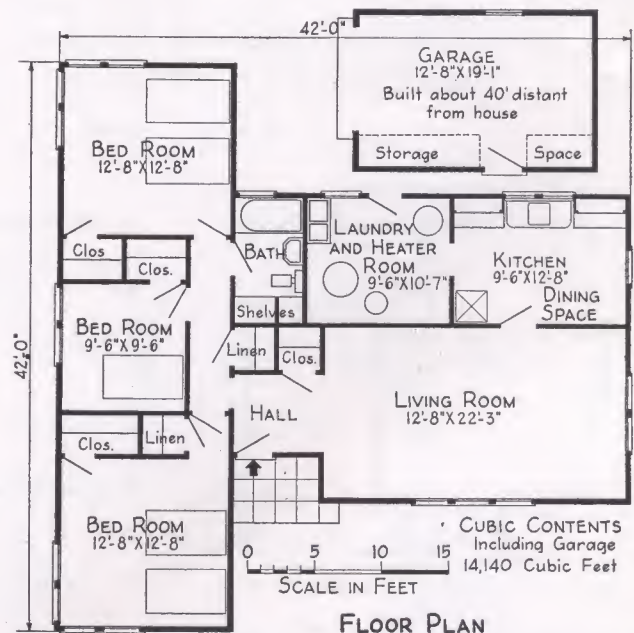


HOUSE No. 2 of prefabricated asbestos cement and plywood panels on a steel frame; constructed by General Houses, Inc., Chicago; Architects Howard T. Fisher and John A. Pruyn associated; construction details and floor plan on this page, photo of construction activity on page following.

of the art of construction to erect well built, satisfactory and salable houses at a much lower figure.

"It must be frankly admitted that the houses being built do not represent all that many erroneously believe to be an average American standard of living. It has been generally necessary to eliminate dining rooms. Motor driven oil burners and automatic stokers could not be included. Only the simplest kitchen layouts and equipment can be utilized. In fact, very few if any of the countless new materials and equipment can be included under the price specified. By cheapening construction, eliminating insulation, etc., more might have been made available in the way of luxury items. But those in direct charge of the project, as well as the architects and industrial engineers who assisted in the planning, were of the opinion that no compromises in the basic soundness of construction should be made in favor of such items.

"In order to parallel as nearly as possible the situation which confronts prospective home owners, bids on



FLOOR plan of House No. 2 with detached garage; cubic contents, including garage, 14,140 cubic feet; contract price \$4,625; unit cost 33 cents per cubic foot.



WORKMEN assembling wall panels to steel frame, House No. 2 on Purdue University Housing Research Campus. Cold weather interfered very little with this operation.

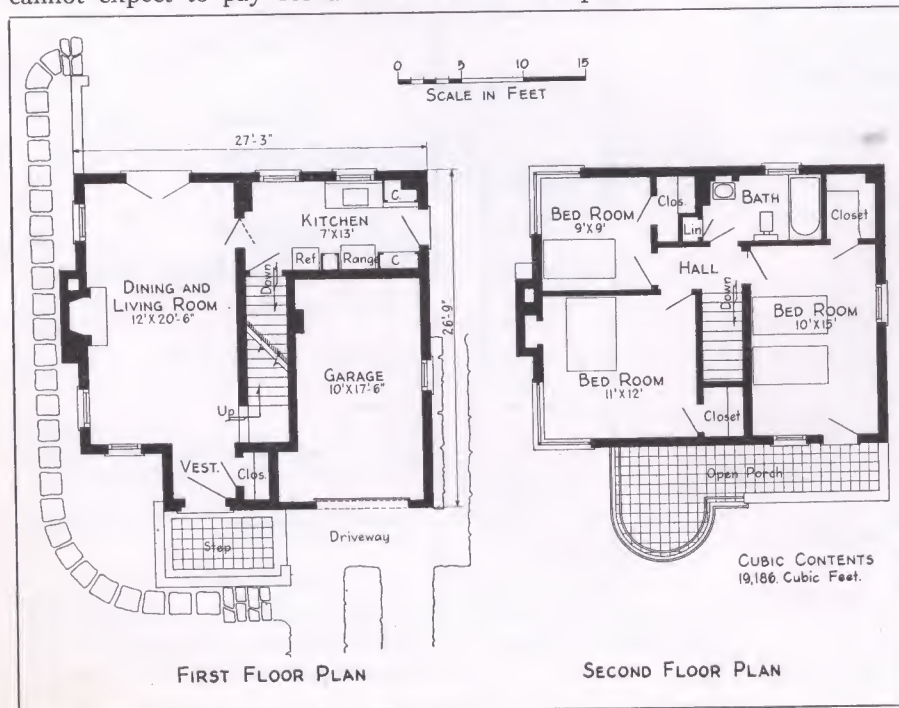
the houses have been obtained from separate contractors, and no special price concessions from material suppliers have been permitted. The results of the bidding indicate prices of all the houses will be very close to the established \$5,000 maximum limit.

"A study of what people are paying for rent and for home ownership leads to the assumption that the average family in the medium income groups cannot afford to pay in excess of 25 per cent of income for shelter. This is taken as a rough figure only as it varies with the income group and also with geographical areas.

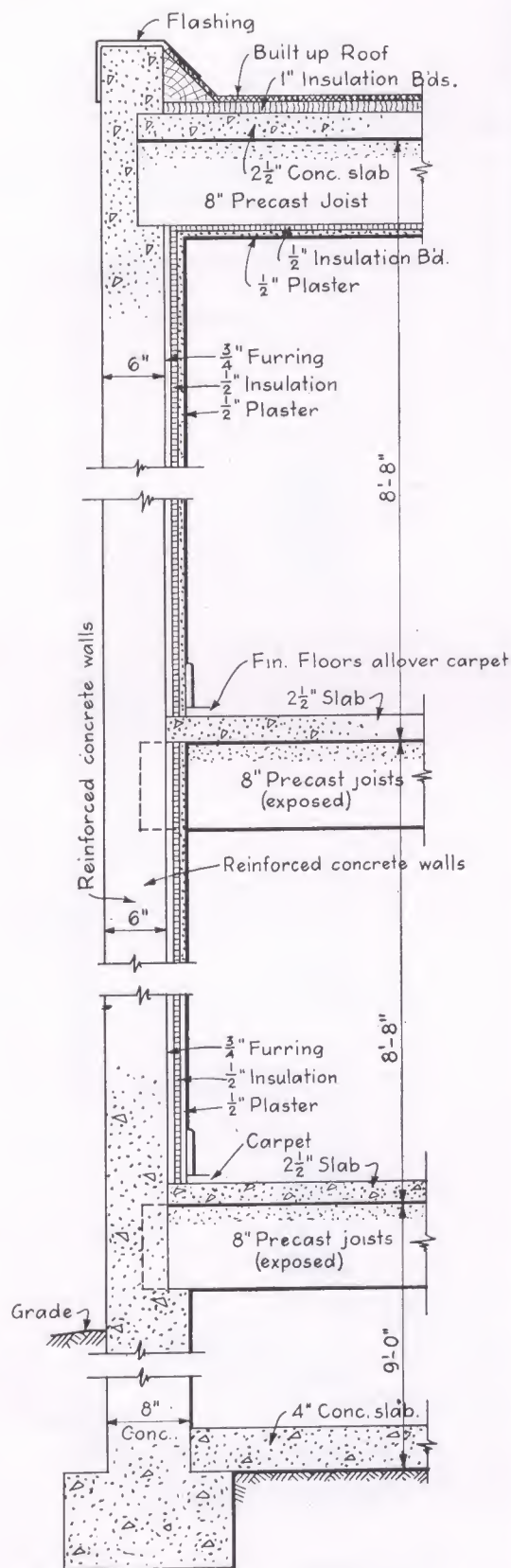
"In calculating what price house this payment will support, amortization has been figured over the earning period of the family on the basis that if a family cannot expect to pay for a house within that period,

Outline Specifications—HOUSE No. 2

FOUNDATIONS	Piers, 10" diameter, reinforced concrete Sills, reinforced concrete, pier to pier	1:2:4 mix
FLOOR	6" tamped cinder fill Building paper laid over cinders 4" concrete slab, steel mesh reinforcing, 1:3:5 mix Monolithic trowelled finish; painted	
FRAME	No. 16 gage, copper bearing steel Studs and joists at panel points	
WALL PANELS	Built up wood frame with stiffeners Exterior covering, 1/4" asbestos cement board Interior covering, 1/4" regular fir plywood, painted	
ROOF PANELS	Built up wood frame with stiffeners Ceiling plywood, 1/4" fir Roof plywood, 3/8" fir Roofing, #24 gage galvanized copper bearing steel Flashing, #26 gage galvanized copper bearing steel	
INSULATION	2 separated sheets of aluminum foil in each panel	
TRIM	Doors, windows, base, of steel	
WINDOWS	Steel, outswing casements. Steel frames Screens, aluminum	
DOORS	Wood	
HARDWARE	Windows, bronze General, brass finish	
KITCHEN CASES	Steel	
PAINTING	Lead and oil	
PLUMBING	Piping, galvanized steel and cast iron Fixtures, enameled iron	
WIRING	BX cable	
HEATING	Forced warm air automatically controlled Automatic oil-fired	

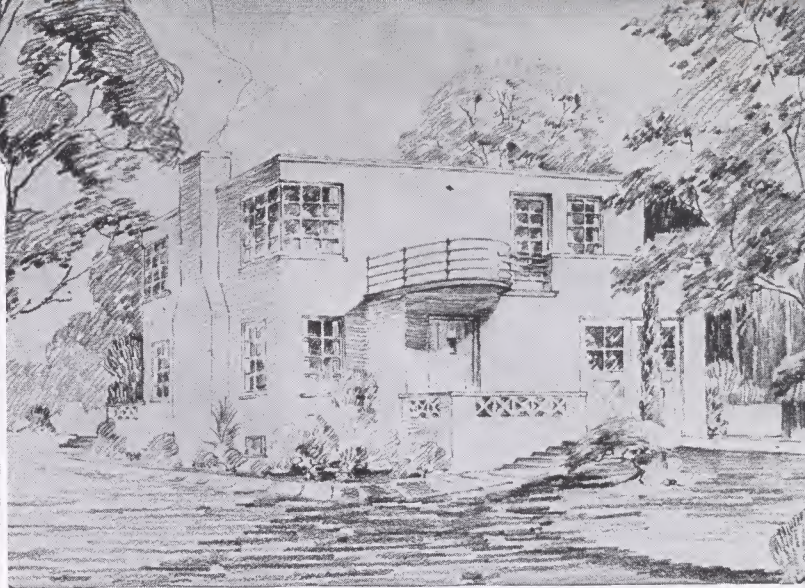


FLOOR plan of House No. 3 as illustrated on opposite page in wall section and perspective sketch. Snapshot of basement excavating activity (under canvas tent) on page 75. Cubic contents 19,186 cubic feet; contract price \$4,997; unit cost 26 cents per cubic foot.



CONSTRUCTION DETAILS HOUSE No. 3

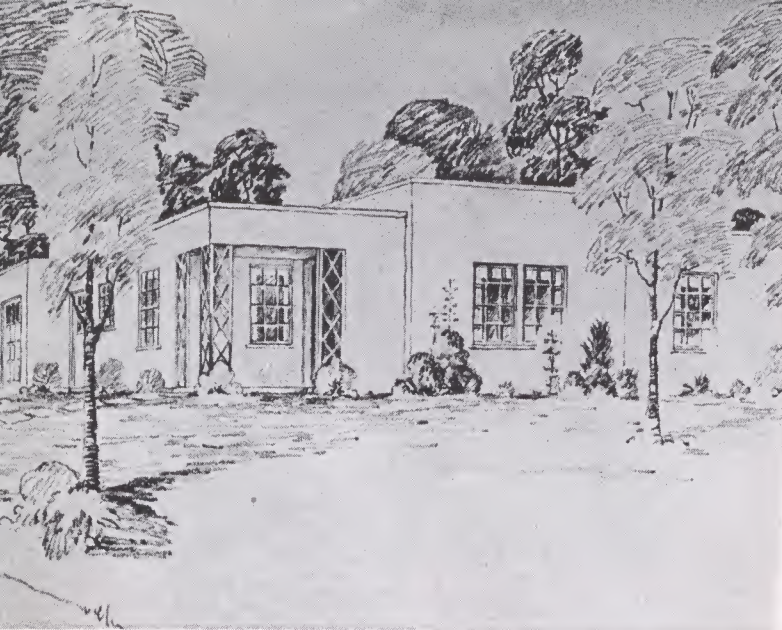
Burnham Bros. & Hammond Inc. Architects.



HOUSE No. 3 at Purdue is of poured concrete construction, sponsored by the Portland Cement Association; Burnham Brothers & Hammond, Inc., architects, Chicago. Basement excavation blasted through 2 1/2 feet of frost and work progressing under a canvas tent.

Outline Specifications—HOUSE No. 3

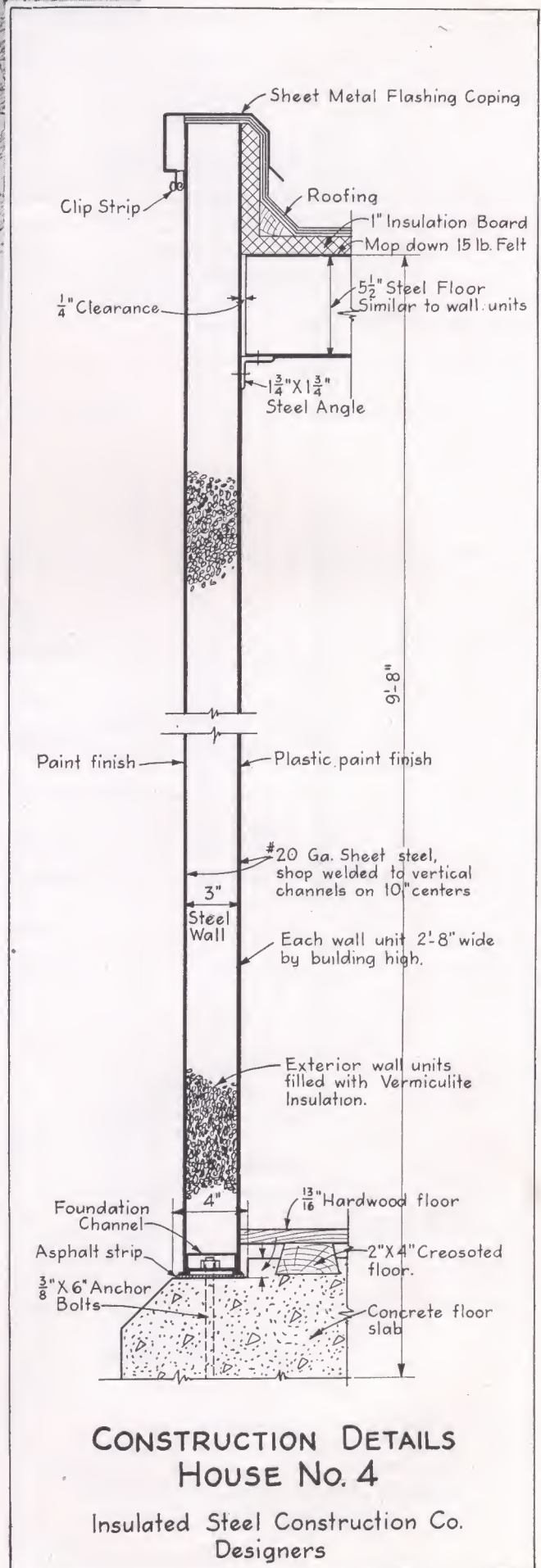
FOUNDATIONS	Concrete. Mix, 1 cement, 2 3/4 sand, 4 gravel
FLOORS	
Basement	4" concrete slab placed on earth
1st floor	2 1/2" reinforced concrete slab on 8" precast, reinforced joists
2nd floor	Same as first floor
Garage	4" concrete slab placed on earth
WALLS	
Exterior	6" reinforced concrete 3/4" furring 1/2" rigid insulation board 1/2" plaster
Interior	6" reinforced concrete, plastered direct
Partitions	2"x4" and 2"x6" studding Plaster on 1/2" rigid insulation board
CEILINGS	
2nd floor	Plaster on 1/2" insulation board
Kitchen	Suspended plaster and metal lath
Living room	Exposed joists and slab
Garage	1" rigid insulation board
ROOF	
	Framing, 8" precast joists 2 1/2" concrete slab 1" rigid insulation board
	Roofing, 10 year built up roof
	Flashing, #22 gage galvanized iron, painted
TRIM	Yellow pine, base, mold, etc. No trim around windows
WINDOWS	Steel casement, outswinging Screens, oxidized wire cloth
DOORS	Wood
PAINTING	Lead and oil Exposed concrete, 2 coats cement water-proof paint
WIRING	Iron conduit
PLUMBING	Piping, cast iron, wrought iron and wrought steel Water heater, 40 gallon automatic, gas fired Fixtures, enameled iron
HEATING	Gravity warm air, coal fired furnace



HOUSE No. 4 at Purdue is of prefabricated sheet steel panel construction, sponsored by Armco and designed and constructed by the Insulated Steel Construction Company, Middletown, Ohio. Details of construction to right; floor plan on page opposite.

Outline Specifications—HOUSE No. 4

FOUNDATIONS	Concrete, 1:6 mix
FLOORS	Concrete, 1:2:4, trowelled finish 1:2, on fill 13/16" hardwood laid on 2"x4" creosoted sleepers Kitchen and Bathroom, linoleum
WALLS	Frameless Steel sections, painted Sections filled with insulating material Walls and ceilings, plastic paint finish
ROOF	Cellular steel construction 1" rigid insulation board Roofing, standard type built up roof Flashing, #26 gage iron
EXTERIOR TRIM	Cypress
WINDOWS	Wood, double hung
DOORS	Wood
CASES	Wood
WIRING	BX cable
PLUMBING	Pipe, cast iron, galvanized iron, black iron Water heater, 30 gallon range boiler with thermostat Fixtures, enameled iron
HEATING	Forced warm air, gas fired furnace auto- matically regulated





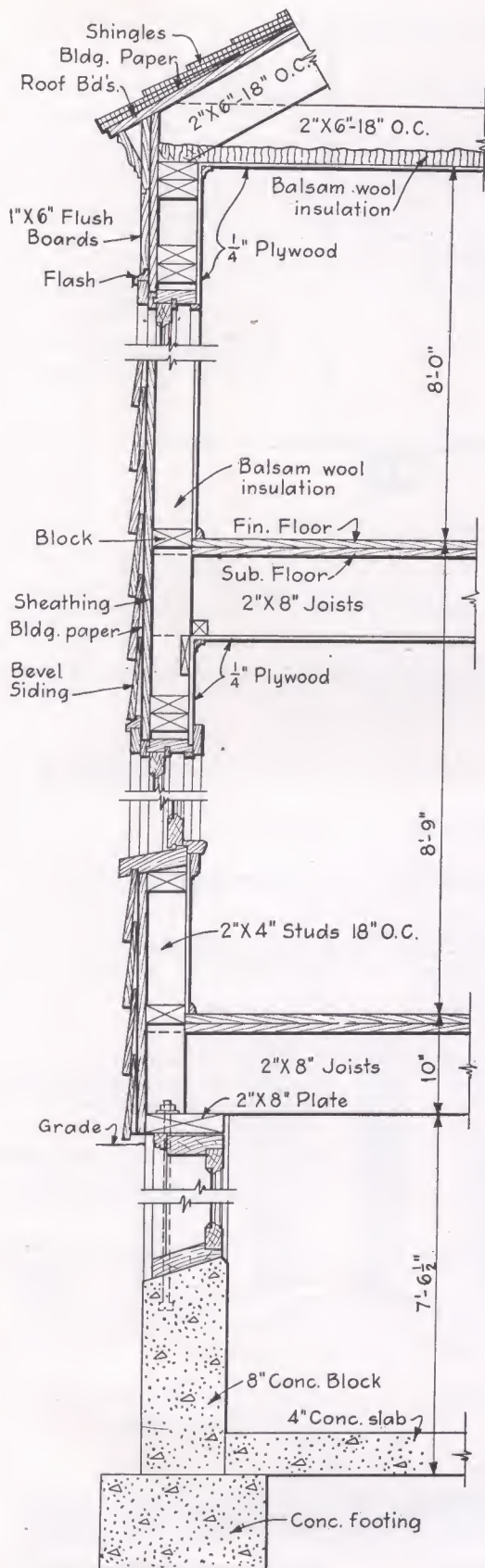
HOUSE No. 5 at Purdue is of improved lumber construction, sponsored by the National Lumber Manufacturers Association, McNally & Quinn, architects, Chicago. Detail of construction on this page; floor plans and outline specifications on page following.

home ownership should not be attempted. Land values have been figured from \$600 to \$1,200, varying with the price of the house. Provision has been made for maintenance, taxes, special assessments and insurance.

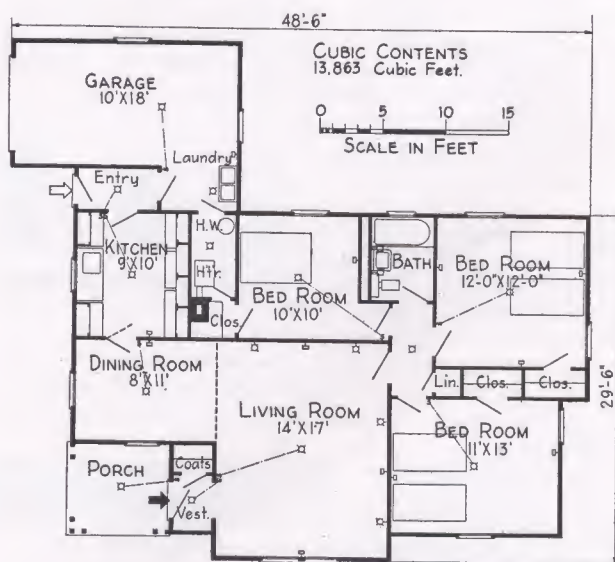
"The result of these calculations indicates that:

- A \$2,500 house is TOO EXPENSIVE for 35% of American families.
- A \$3,400 house is TOO EXPENSIVE for 53% of American families.
- A \$4,200 house is TOO EXPENSIVE for 66% of American families.
- A \$5,100 house is TOO EXPENSIVE for 75% of American families.
- A \$6,100 house is TOO EXPENSIVE for 80% of American families.

"The above figures are based on urban family incomes only. Farm incomes are much lower. The farm market may not be calculated on the same basis as the urban market, however. These figures are based upon 1929 incomes rather than 1935 incomes on the ground that we may properly build in anticipation of recovery and a more normal income level. 1929 figures are shown on page 57.

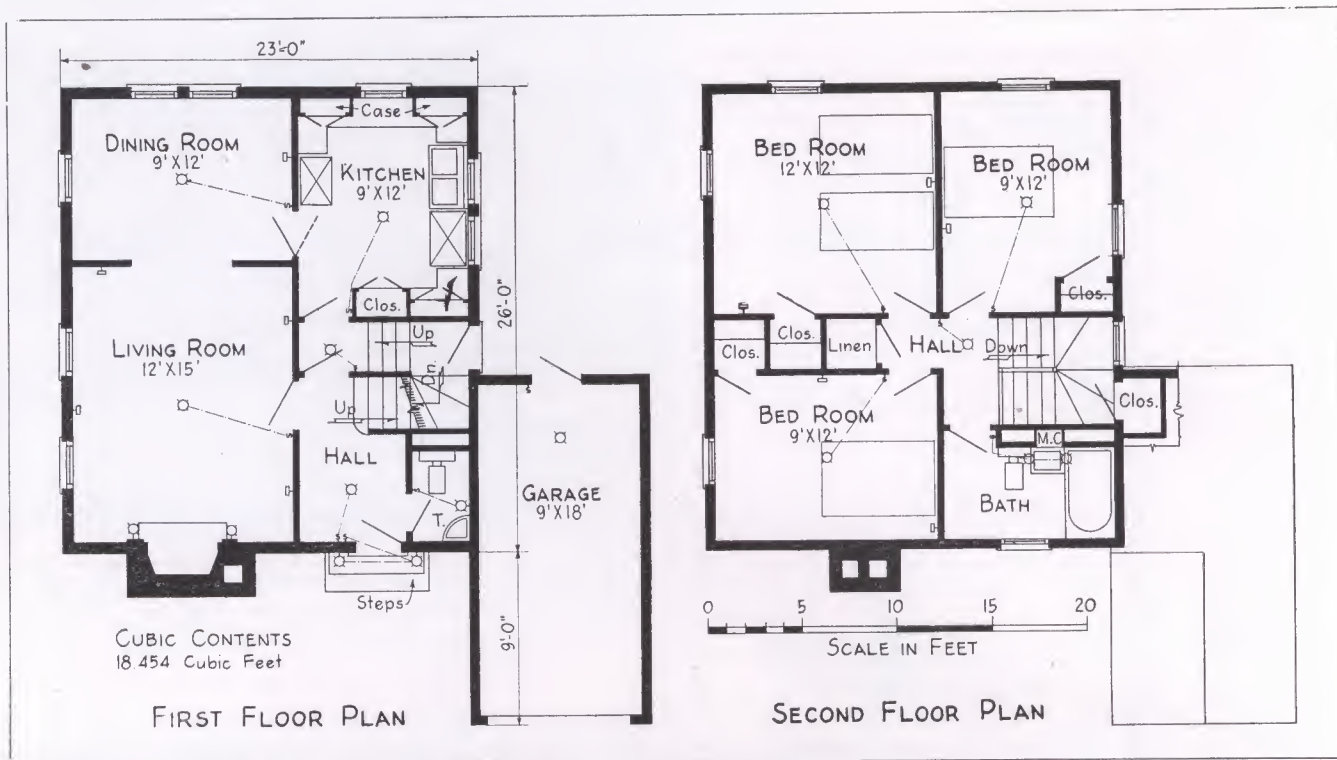


CONSTRUCTION DETAILS
HOUSE No. 5
McNally & Quinn, Architects



FLOOR PLAN

FLOOR plan of House No. 4 built of insulated steel wall and roof units. Cubic contents 13,863 cubic feet; contract price \$4,992; unit costs 36 cents per cubic foot.



FLOOR plan of House No. 5. For perspective sketch and detail of construction see preceding page. Cubic contents 18,454 cubic feet; contract price \$4,986; unit cost 27 cents per cubic foot.

"Preliminary surveys have been made in the various fields in which cost reductions might be effected. When construction of the houses is completed and detailed cost information of their component parts has been obtained, a more thorough study will be possible.

"These preliminary studies indicated no great practical possibilities in cost reduction. In materials, a great share, or what might be termed a disproportionate share, of cost appears in the distribution charges from original producer to ultimate consumer. Inasmuch as no one in this chain may be regarded as making too much profit, it follows that the only point of attack must be against the system as a whole. Such approach may produce savings in theory but the practical possibilities of making readjustments on the basis of any other distribution system looms as only a remote possibility. Experience has shown that the present system is apparently essential to the satisfactory merchandising of materials. No change seems possible short of a complete revolution engineered through the combined efforts of the entire building industry.

"Reduction of manufacturing costs in anticipation of increased volume appears as another possibility, but again it presents practical difficulties. Margins of profit are now slender in many lines. A ten per cent reduction in factory prices may wipe out profits for a considerable period and produce only a small saving to the home owner because of intervening distribution markups.

"In a different way, labor cost reduction in anticipation of increased volume does not appear as a practical possibility. Building trades wages are high in terms of hourly rates but generally low in terms of annual wages. This is due to the sporadic and seasonal nature of such employment. Since one day's labor becomes the next day's food for the worker, any reduction in rates in anticipation of increased volume is a practical impossibility. On the other side of the picture, it may be pointed out that the attitude of organ-

Outline Specifications—HOUSE No. 5

EXCAVATION	Full basement
FOUNDATIONS	8" concrete masonry blocks
FLOORS	
Basement	4" concrete on cinder fill
1st floor	2"x8" joists, 1"x6" sub floor
2nd floor	Same as first floor
Finish	25/32" red oak
WALLS AND CEILINGS	
	Framing, 2"x4" studding
	Exterior, 1"x6" sheathing, 8" beveled siding
	Interior, wood lath and plaster
ROOF	
	Red cedar shingles, on solid sheathing
	2"x6" rafters, 2"x4" ceiling joists
	Gutters and flashing, #26 gage galv. iron
INSULATION	1/2" wood wool, blanket type, wall and roof
TRIM	Wood
PAINTING	Lead and oil
WINDOWS	
	Wood, double hung
	Screen, copper bronze
DOORS	Wood
WIRING	BX cable
PLUMBING	
	Piping, cast iron, galvanized steel, black wrought steel
	Water heater, 52 gallon boiler, with thermo-static control
	Fixtures, enameled iron
HEATING	
	One pipe gravity system
	Coal fired boiler

ized labor in general has not been one of wholehearted co-operation on the problem of reducing costs. New methods which look towards a reduction of labor on the job are often resisted. Such a policy can have only one result and that result is now being felt.

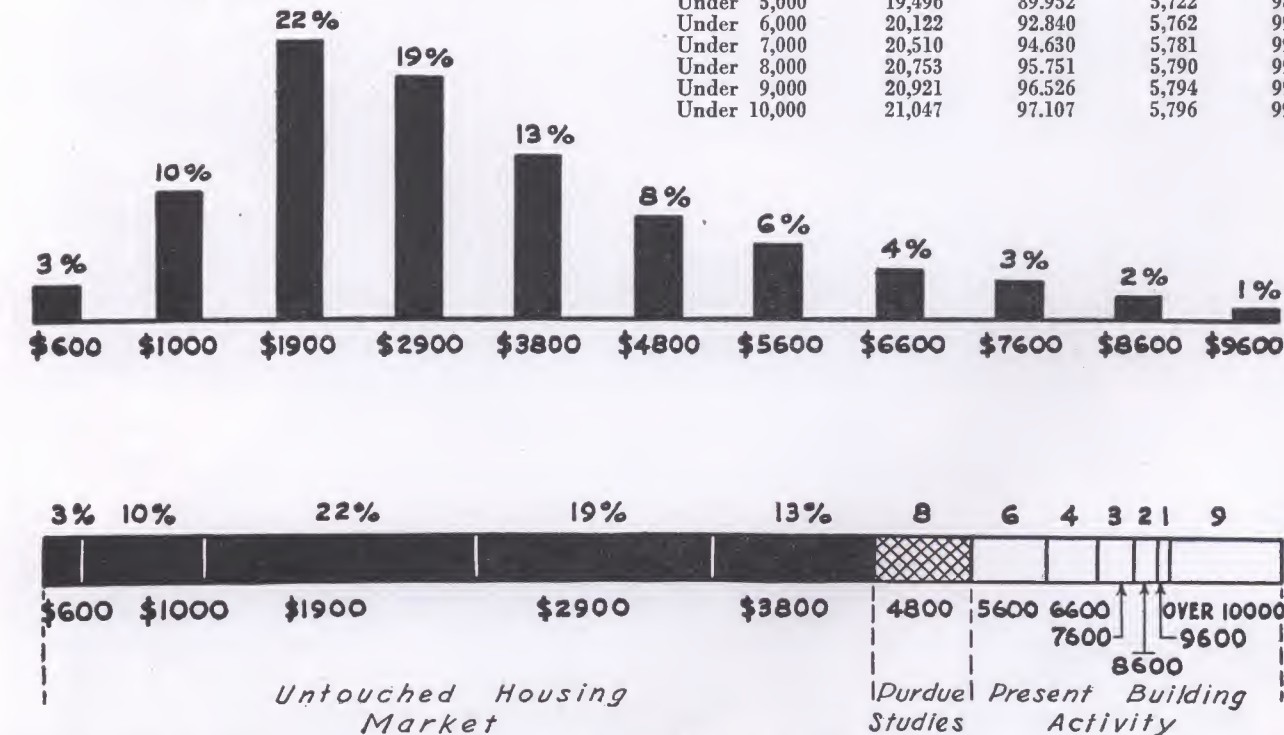
"Unfamiliarity and ignorance of new methods and materials on the part of contractors is another important obstacle to reduced costs. It should be reported, however, that few of the many new developments in the building field which have thus far been investigated have been based on cost reduction possibilities. Most new developments look toward furnishing a better product at an extra cost.

Effect of Incomes on Potential Home Ownership

"A more graphic portrayal of the effect of incomes on potential home ownership is shown in the following chart. This chart is confined to urban families and ignores the lower income farm families. The amount of this market now being utilized according to 1935 Dodge reports and the amount included under housing presently being studied at Purdue University is shown.

"An analysis of the data involved reveals that building in the present price range and letting the lower income groups find shelter in secondhand houses can only result in an annual volume of residential construction of one billion dollars. It also indicates that houses will have to be approximately two hundred years old before they become available at the lowest end of the scale. That this may not in fact be so is indication that the residential building industry is built upon the insecure foundation of selling people on the glories of home ownership and inducing them to purchase homes which they cannot afford.

"As has been indicated, all figures are based upon 1929 incomes and include only the urban family incomes. Following is the source chart of incomes from studies by the Brookings Institution:

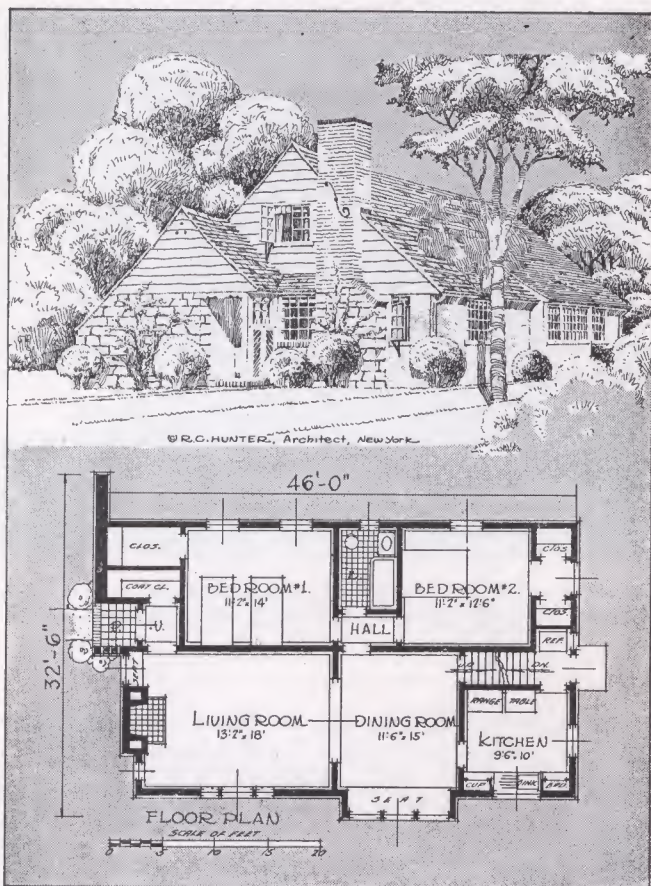


WORK proceeding on House No. 3 at Purdue Research Campus. After blasting the cellar excavation through 2½ feet of frost, the men are working in comfort under a canvas tent heated by salamanders.

CUMULATIVE DISTRIBUTION OF NON-FARM AND FARM FAMILIES, BY 1929 INCOME CLASSES

Income Class (In Dollars)	Non-farm Families		Farm Families	
	Number (In Thousands)	Per Cent	Number (In Thousands)	Per Cent
Under 0	50	0.231	70	1.207
Under 500	650	2.999	1,452	23.035
Under 1,000	2,735	12.619	3,164	54.552
Under 1,500	7,484	34.530	4,169	71.880
Under 2,000	11,578	53.419	4,776	82.346
Under 2,500	14,389	66.389	5,169	89.122
Under 3,000	16,156	74.542	5,390	92.933
Under 3,500	17,468	80.595	5,525	95.261
Under 4,000	18,366	84.738	5,620	96.899
Under 4,500	19,022	87.765	5,682	97.968
Under 5,000	19,496	89.952	5,722	98.658
Under 6,000	20,122	92.840	5,762	99.348
Under 7,000	20,510	94.630	5,781	99.676
Under 8,000	20,753	95.751	5,790	99.831
Under 9,000	20,921	96.526	5,794	99.900
Under 10,000	21,047	97.107	5,796	99.934

CHART prepared by Frank Watson showing percentage of families according to cost of house their incomes will support. The Purdue studies being in the \$4,800 group are shown to be of interest to eight per cent of the home buying market.

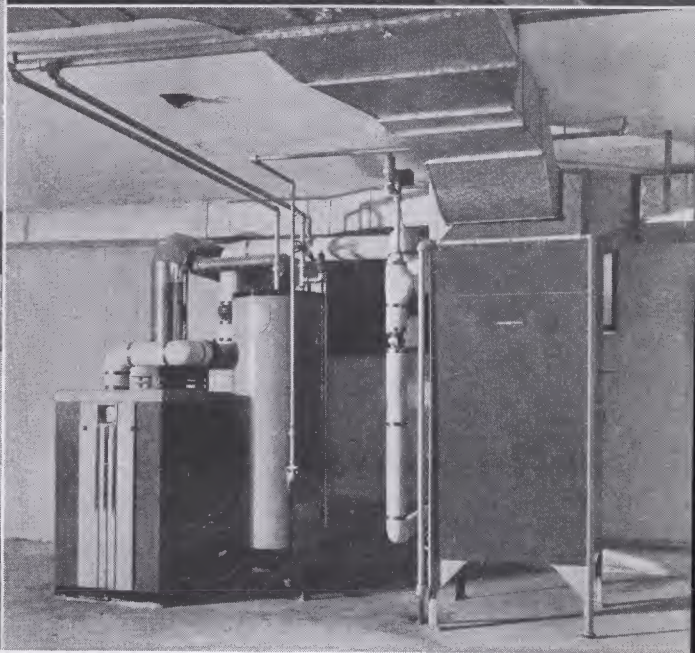
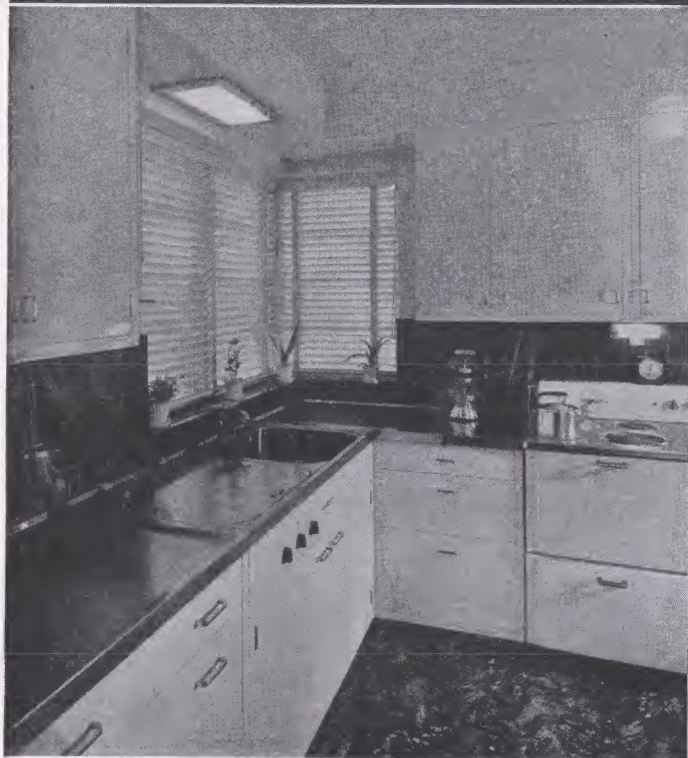


A BUNGALOW FOR A CORNER LOT

THE end entrance of this homey bungalow designed by R. C. Hunter makes it suitable for either a corner lot or a narrow lot. The cubage is only 22,800 cu. ft. It was built late in 1935 in Rochester, N. Y. The sketch at left is Architect Hunter's original proposal for this house, and indicates in an interesting way how the completed house compares with the original sketch. Plan shows good space use

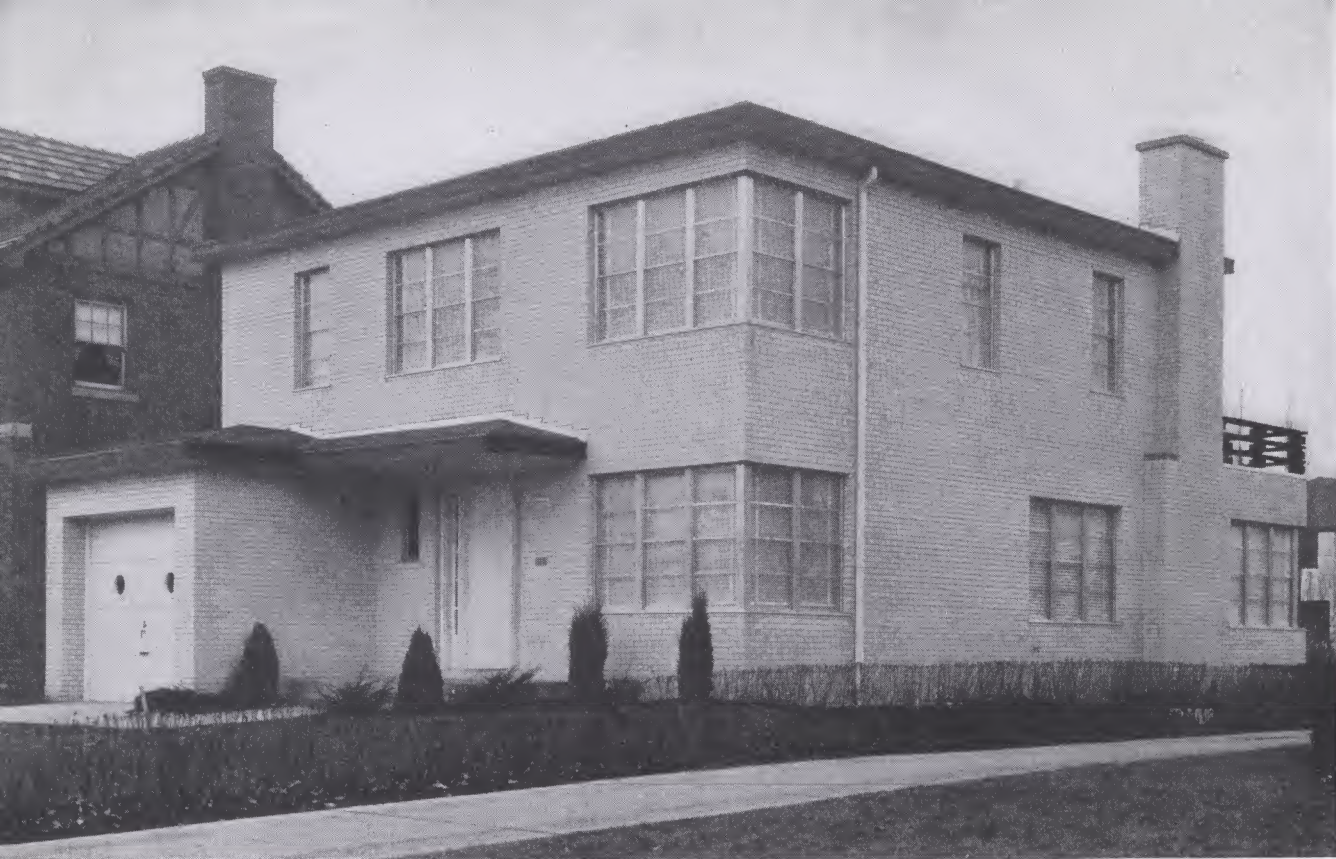
COST KEY is 1.261-150-
1182-49-15-17.





CHAPTER II—MODERN HOME DESIGNS

ABOVE, interior views of G-E prize winning design built at Oak Park, Ill.—John Ekin Dinwiddie, architect—showing dinette portion of living room, convenient first floor study which can serve as guest room, well planned electric kitchen, and air conditioning equipment. Further details are on the next two pages.



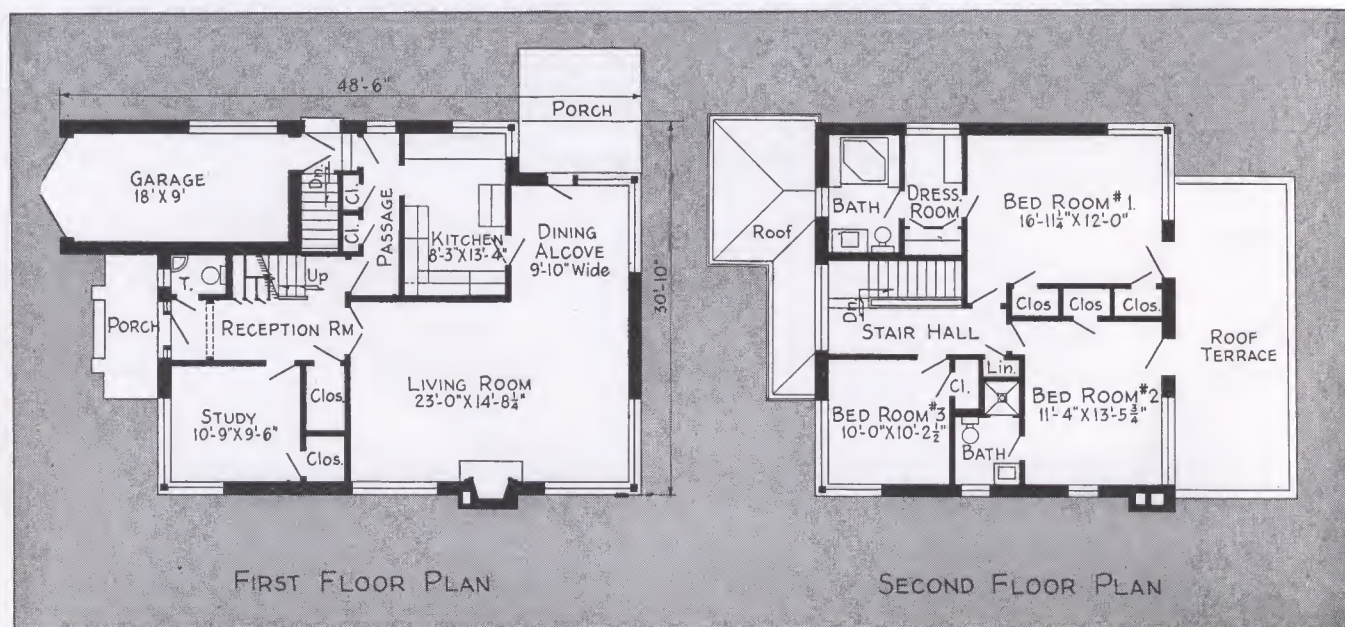
NEW AMERICAN PRIZE WINNER, Oak Park, Ill.

John Ekin Dinwiddie, Architect, San Francisco.

Ronald F. Perry, Associate Architect, Chicago.

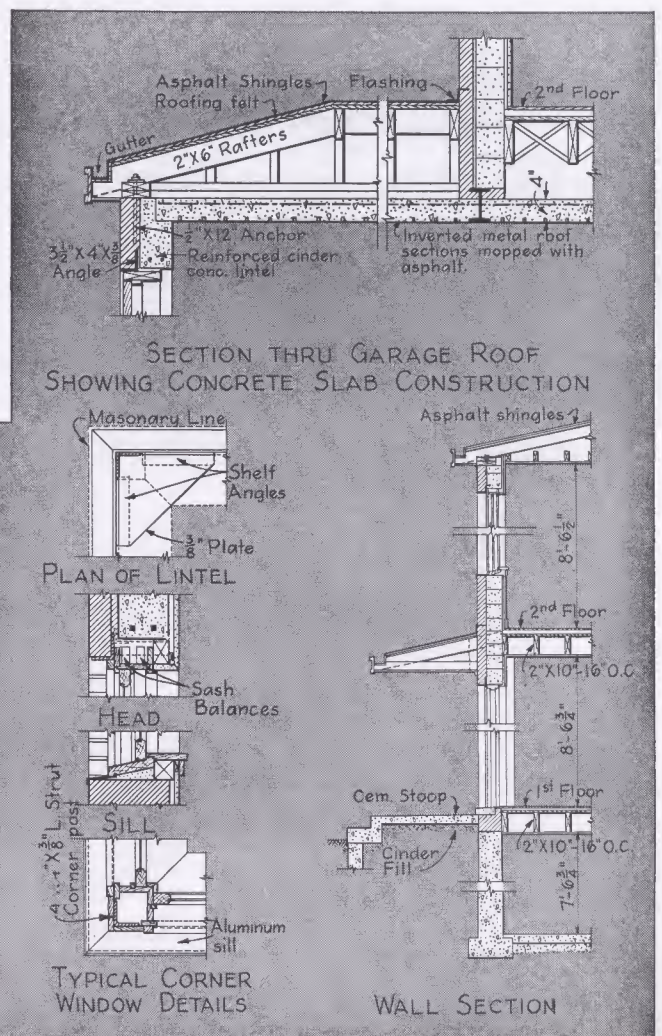
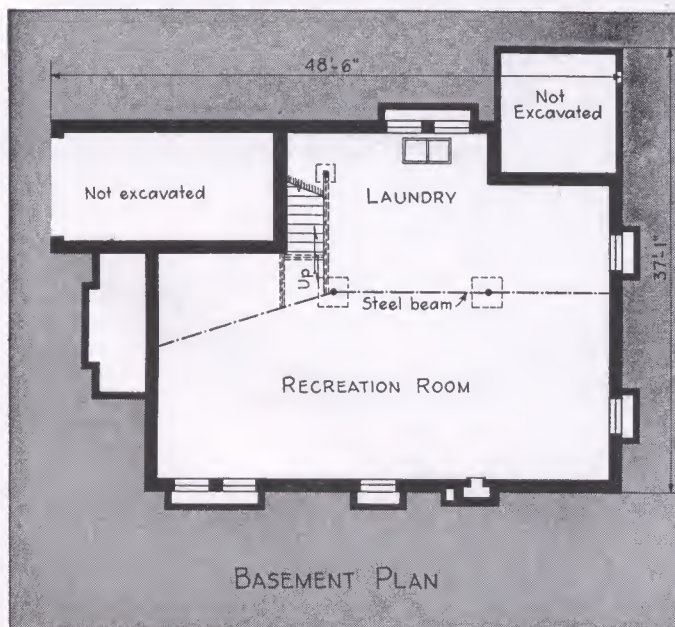
Alfred J. Glawe, Builder, Chicago.

COST KEY is 2.091-156-1064-46-25-13.





ORIGINAL plans as submitted in the General Electric competition were revised by Architect R. F. Perry to provide for basement location of laundry, heating and utility space instead of being on the first floor. Garage was moved back to use this area, making the design more compact and suitable to its site. Concrete block and brick veneer are used in exterior walls, an interesting detail being the method of carrying the wall load above the concrete slab garage ceiling. Corner windows are featured in main rooms. Another view of the living room appears above on this page.





KALAMAZOO'S "HOME OF TOMORROW"

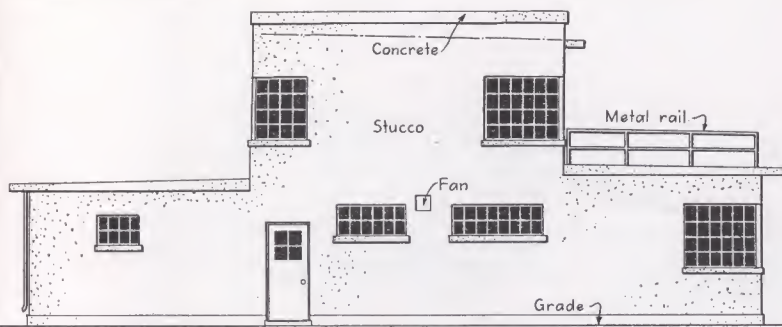
P. C. Schram Co., Builder

LeRoy & Newlander, Architects

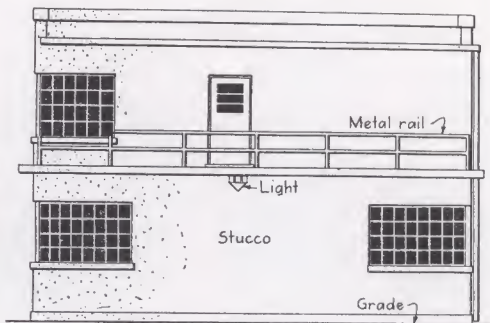
COST KEY is 1.903-161-1050-45-28-12.

Working plans on opposite page; interior photos on page 64.

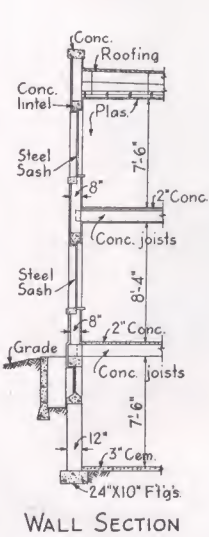
THE "Home of Tomorrow" is constructed of Haydite cinder blocks finished with "Colorcrete," a water proof glazed covering, which will not absorb dirt. The blocks have acoustical and insulation qualities not found in ordinary cement blocks. The joists are of pre-cast Haydite concrete reinforced with steel; and both floors and roof are made with pre-cast cement floor slabs, over which is poured a smooth coat of cement. Kalamazoo Haydite Tile Co. furnished these products. The roof is of built-up asphalt under which is a double thickness of Insulite insulating board. The roof is by Cooper Hoekstra Roofing Co. The G. E. air conditioning and oil burning unit was installed by the Fred J. Hotop Co. The oil fuel tank is underground and the oil is fed into the combustion chamber of the furnace from above, through a new designed burner. Air ducts overhead carry warmed air to the rooms, and a secondary line returns cooled air to a reconditioning unit where the air is washed, filtered, reheated and recirculated.



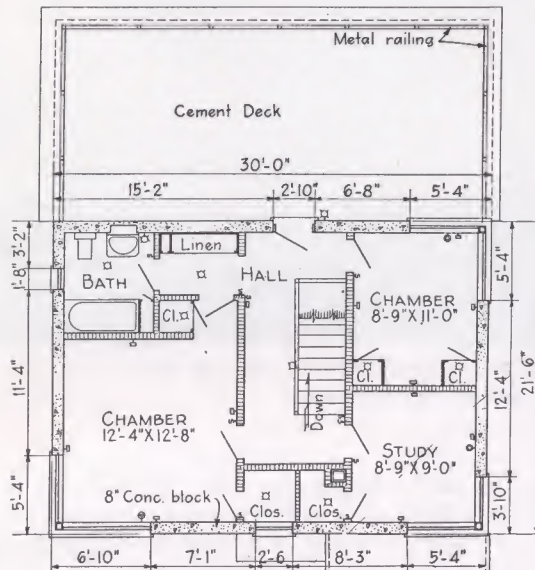
SOUTH ELEVATION



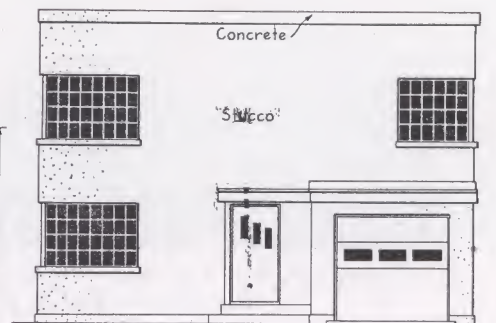
REAR ELEVATION



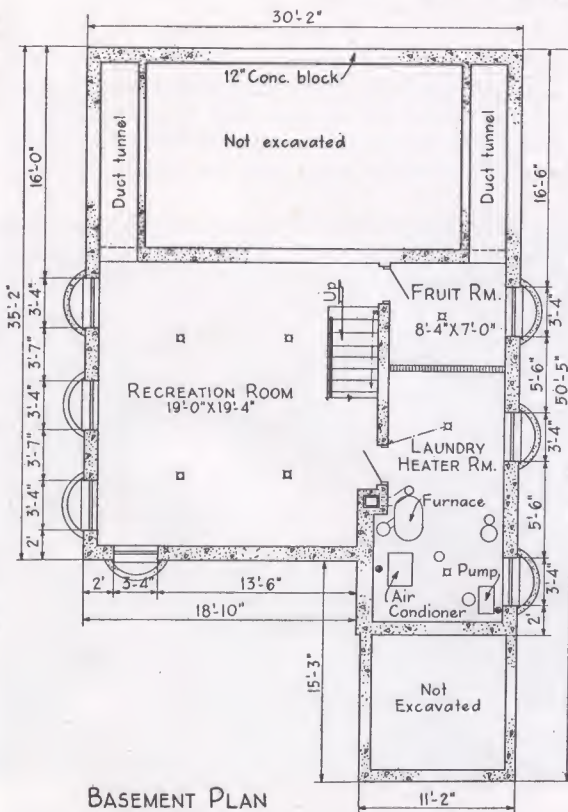
WALL SECTION



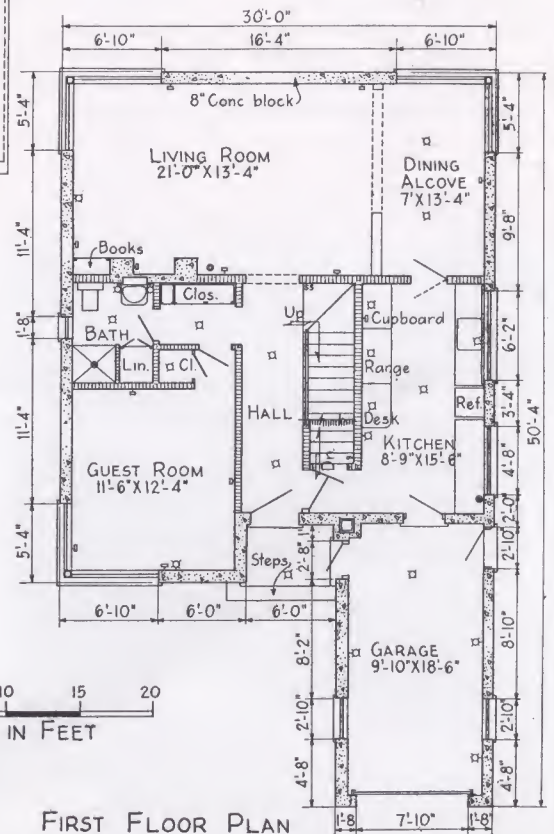
SECOND FLOOR PLAN



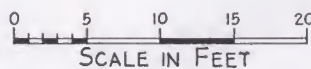
FRONT ELEVATION



BASEMENT PLAN



FIRST FLOOR PLAN

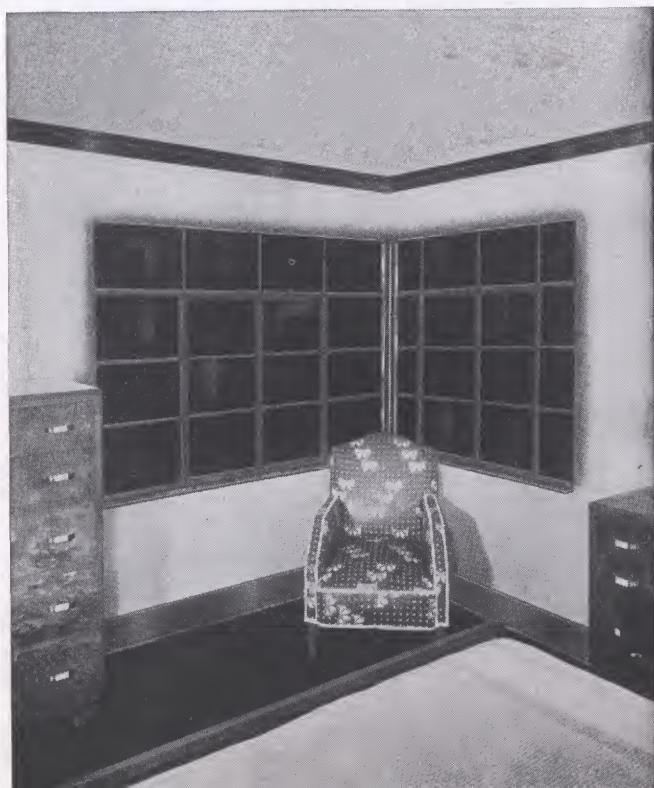




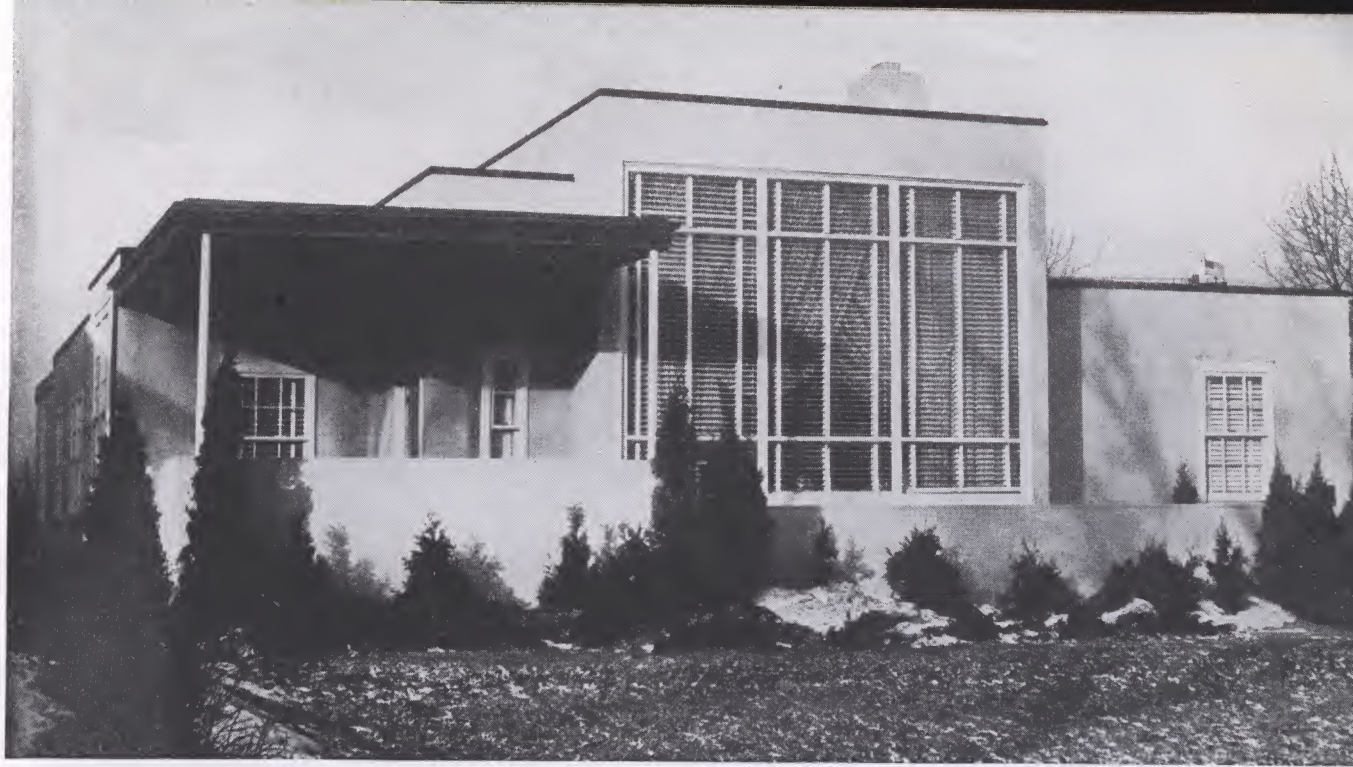
LIVING ROOM in Kalamazoo's "Home of Tomorrow"—Yellow buff side walls and blue grey ceiling set off the modern style furnishings.

AS ONE enters the Kalamazoo "Home of Tomorrow," he passes through a foyer and directly into the living room, which has a dining alcove literally joined in. This spacious living room is a gorgeous ensemble in blue-gray ceiling, step down moulded cove and a pleasing tone of yellow buff sidewalls, and furnished with modern-age furniture by the Goss Shop. A Bigelow carpet of enhancing design covers the entire floor and is laid over a heavy felt cushion. Partially separating the living room and dining alcove is a waist-high wall section of modernistic design, in which is an illuminated aquarium with chromium plated

frame. In the opposite end of the living room is a cleverly arranged fireplace and open book shelves. Above is a large mirror which extends to the ceiling and the entire length of fireplace assembly. The windows are Vento steel outswinging casement, with bronze bearing crank-type openers and lever locks. The sills on each are of black Vitrolite and set the opening off to good advantage. The corner windows afford 100% more light area than the average openings, having about 42 square feet of glass surface. Venetian blinds, especially made for corner windows, have been installed to complete the assembly.



ABOVE, is the Electric Streamlined Kitchen; to left is bedroom with corner window.



STEEL CHASSIS

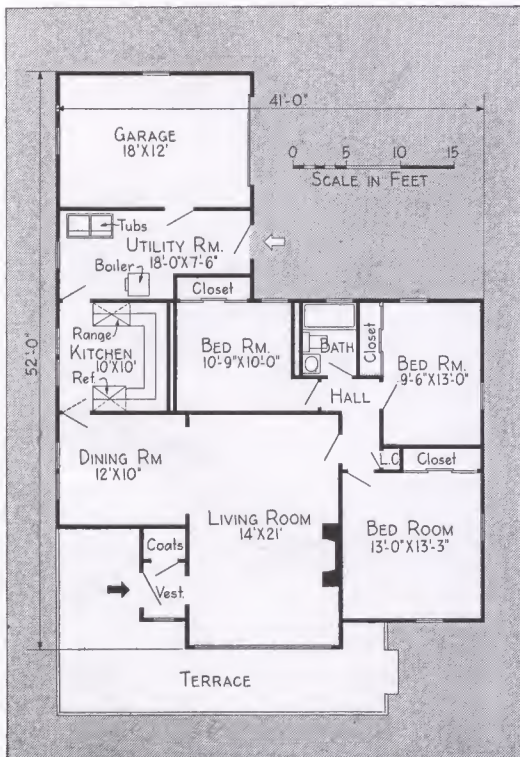
Fabricated by Insulated Steel Construction Co.

Nyeco Buildings, Inc., Buffalo, Builder

J. E. Wells, Jr., Architect

THE frameless steel cellular wall section of this Buffalo, N. Y., house serves as frame, walls and roof. These panels are 32 inches wide, 3 inches thick and filled with Vermiculite, a granular insulation; anchor bolts are set in the concrete foundation. Floors are sheet metal Z sections, and roof is of standard 3-ply built-up type. Portland cement paint used for exterior finish. Efficient floor plan is shown below; plenty of wardrobe space is provided; an extra large window lights the living room. Equipment includes Briggs plumbing fixtures, Airtemp conditioning system, Art Metal kitchen cabinets, Erie Enameling Co. porcelain walls in bathroom, floors and kitchen walls covered with Congoleum linoleum.

COST KEY is 1.783-186-(1272)-(54)-21-18



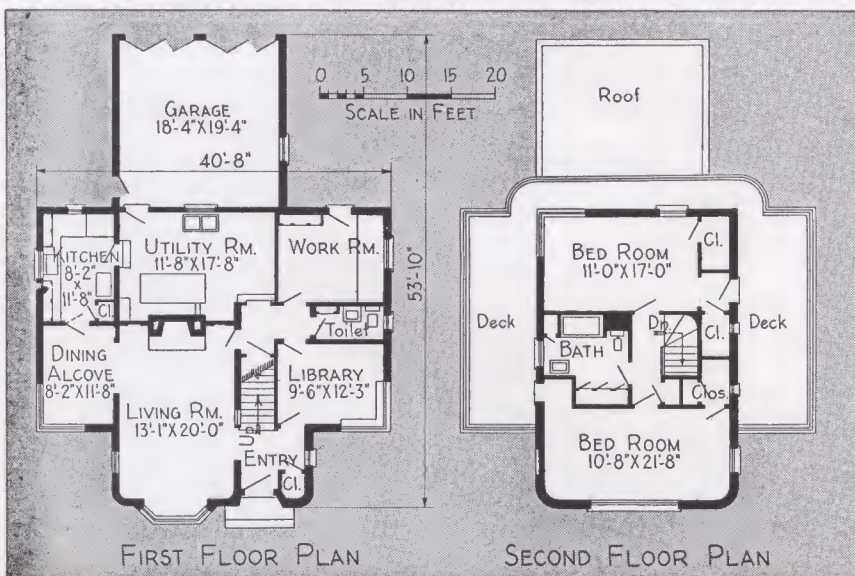


MODERN IN LINE AND DETAIL

Stephen M. Jokel, Toledo, Ohio, Architect

Leo J. Pauken, Builder

COST KEY is 2.242-189-1191-(51)-32-16



LOCATED at Maumee, Toledo suburb, this unusual home of modern design has walls of concrete masonry finished with portland cement paint on the exterior and furred and plastered inside. No basement is provided; first floor is a concrete slab. An interesting feature is the sun deck extending around three sides; awnings will cover the metal frame. In plan this home is equally modern—an alcove off the living room serves for dining; library is secluded on other side; both rooms have corner windows. Work room and utility room are of good size. A two-car garage is located in the rear. Bedrooms have access to sun decks and cross ventilation.

INSULATED HOME DEMONSTRATED

**Minneapolis Contractor Will
Duplicate for \$6500.**

**Larson & McLaren, Architect
Dencker-Running Co., Contractor**

COMPLETELY insulated throughout, it is estimated the fuel requirements of this Insulite Model Home will be approximately 30 per cent less than for a similar size, uninsulated home. It is typical of the present-day trend toward functional design. The white stucco exterior of the flat roofed structure is broken up by aluminum finished, horizontal trim. The trim around the corner windows is likewise finished in aluminum.

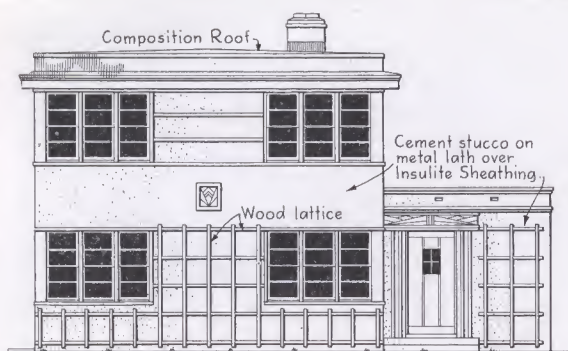
The house has six rooms and bath plus a downstairs lavatory and an attached garage. The full basement has a furnace room, where the conditioned air, automatic oil heating plant is located, and a very attractive amusement room, finished with a multi-purpose material, Graylite building board on the walls and Ins-Light tile on the ceiling, to achieve decoration, quiet and insulation.



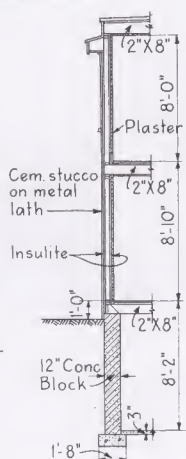
WORKMAN applies the 1 inch Lok-Joint lath for plaster base and sound deadener on all inside walls and partitions in Insulite home.

For plans and specifications see pages 68 and 69

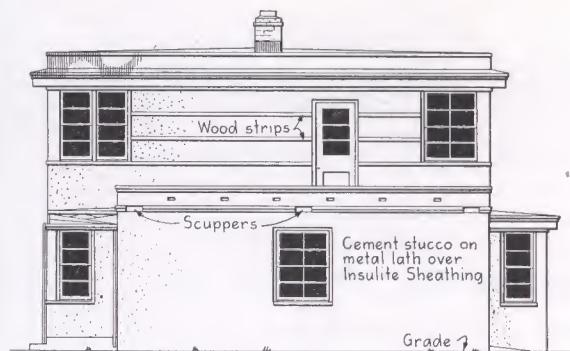




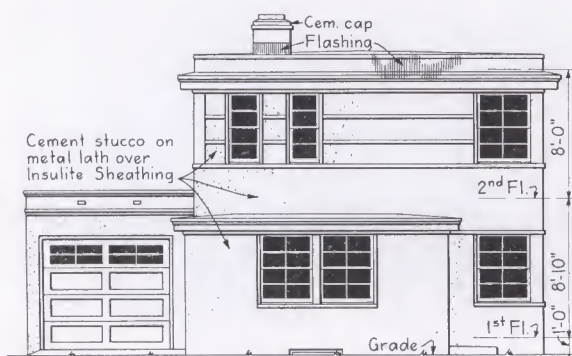
FRONT ELEVATION



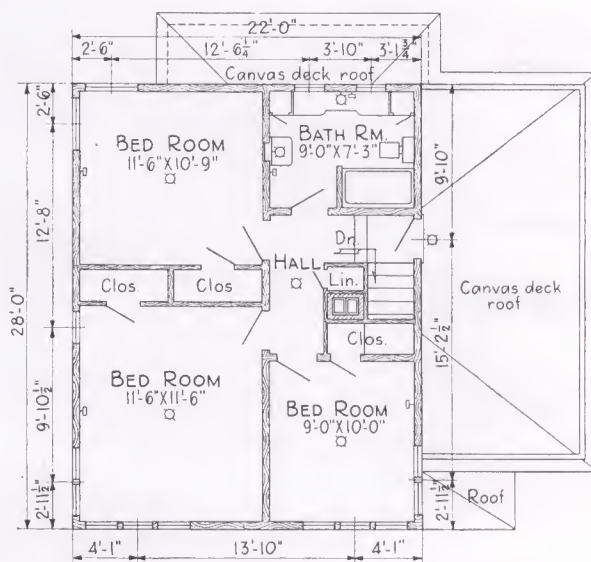
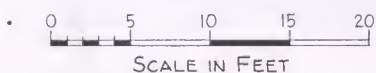
WALL SECTION



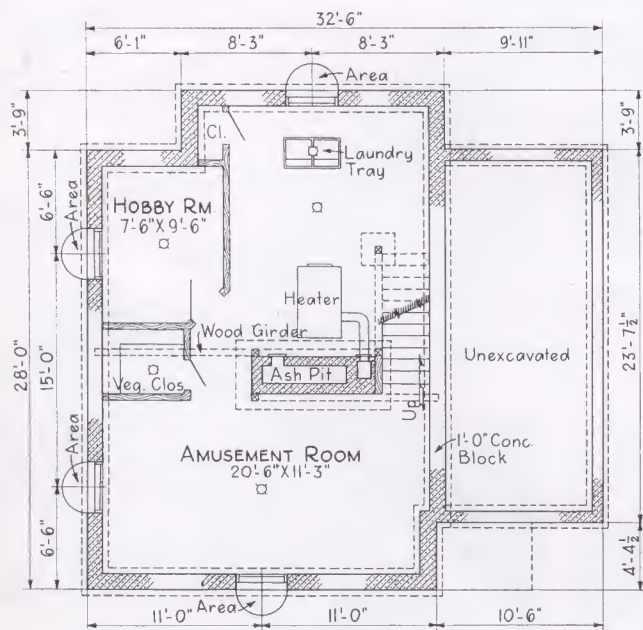
SIDE ELEVATION



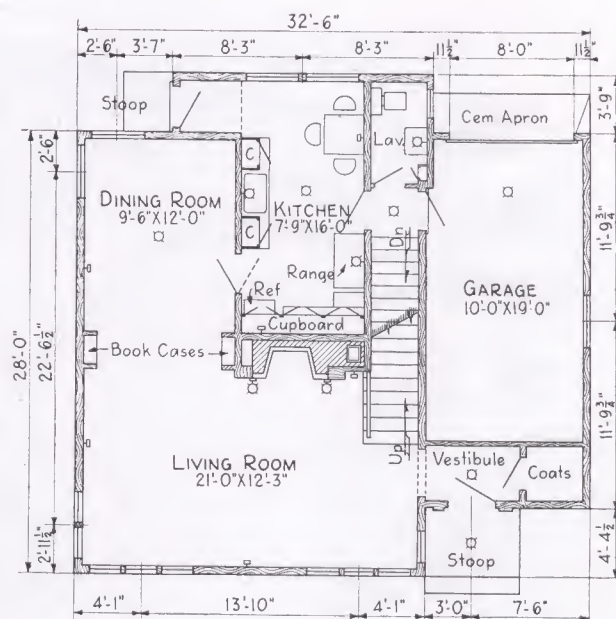
REAR ELEVATION



SECOND FLOOR PLAN



BASEMENT PLAN



FIRST FLOOR PLAN

WORKING drawings of Insulite Model Home as illustrated on preceding page; interior views and outline specification opposite.
Key is 1.628-128-664-29-22-11.

SPECIFICATIONS

Minneapolis Insulated Home

Larson & McLaren, Architects

RESIDENCE for Frank J. Hickling, 3548—45th Avenue South, Minneapolis, using Insulite and other materials.

FOUNDATION WALLS—Concrete blocks 8"x12"x16" or 5"x12"x24" laid in 1/4 mix cement mortar with 10% hydrated lime. Joints inside and outside of walls carefully pointed. Basement windows to have smooth trowelled cement sills. Areaways anchored to foundation with two 3/8" rods on each side.

BASEMENT FLOOR—3" 1-3-5 concrete slab with 1/2 mix steel trowelled finish. Garage floor same except 4" slab.

WALL CONSTRUCTION—Stud and joist frame of No. 2 Idaho pine or Washington fir; exterior sheathed with Insulite 3/4" Bildrite sheathing over which is nailed 4 lb. self furring galvanized lath to receive exterior stucco three coat portland cement with finish coat of white cement and texture surface. Rough floor and roof boards No. 4 pine. Floor and roof joists 2"x8", 16" o.c., with 1"x3" double bridging every 8'. Double joist under all partitions. Double studs under all headers.

INSULATION—All ceilings and inside walls to have 1" Insulite Lok-joint lath; red rosin building paper between all sub- and finished floors; all small spaces between door and window frames packed solid with rock wool. Roofing to consist of two layers of asphalt felt each 15 lb., with one 30 lb. mica cap sheet mopped solid over 2" Insulite roof slabs.

MILLWORK—Bilt-Well millwork by Carr, Ryder & Adams through Carr-Cullen Co. Interior and exterior trim No. 1 pine except stair treads and risers to second floor birch; kitchen trim birch, and living room, dining room and vestibule trim red oak. Exterior doors 1 3/4" thick; interior doors 1 3/8". Stock one panel doors. Kitchen cases to have inlaid linoleum tops with chromium nosings.

FLOORS—Vestibule, living room and dining room 1 1/2" face select oak flooring. Kitchen and bath 4" M. & D. pine for linoleum. Second floor and balance of first floor 1 1/2" face No. 2 birch.

PLASTERING—All inside walls and ceilings plastered three coat hardwall and lime putty finish on Insulite. Corner beads full height on all exposed corners. Keene's cement wainscot 4'6" high in bath.

PLUMBING & HEATING EQUIPMENT—Plumbing fixtures by Crane. Heating plant warm air Brunetts system with fan. Welded steel furnace. Flat type metal ducts with cold air returns from all rooms except bath. All ducts dampered for control. Removable dust filter. Chalmer's oil burner and 250 gallon tank with Minneapolis Honeywell thermostatic controls. 50 gallon Clark electric water heater.

FINANCING of this model home handled through Marquette National Bank, Minneapolis. Eighty per cent of the cost on first mortgage to run twenty years. Monthly installments including principal, interest, taxes, fire insurance, tornado insurance and FHA mortgage loan insurance amount to approximately \$49.64.

UPPER photograph shows the living room as furnished by Powers Decorating Staff. Middle photograph is of modernistic bedroom, while below is shown the basement recreation room with walls and ceiling finished in decorative Insulite board.





A MODERN effect is achieved through use of Cedar-Grain asbestos siding shingles with an asbestos Flexboard panel above.

TRIPLE INSULATED MODERN MODEL HOME

Unusual Design Featured in Johns-Manville Home in Kenmore, N. Y.; Kitchen Placed at Front

R. C. Dewey & Co., Builders

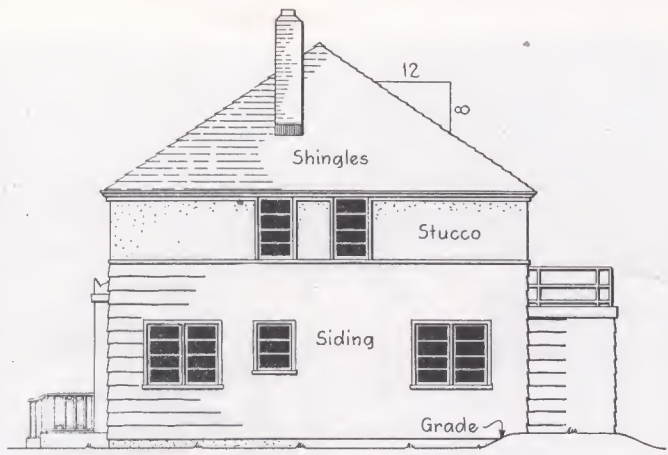
J. DeForest, Architect

THE modern model home above is one of some sixty Triple-Insulated demonstration homes built by local contractors and lumber dealers in cooperation with the Johns-Manville Company. A modern effect is given to this house through use of modern materials, but the basic proportions are similar to many traditional type houses.

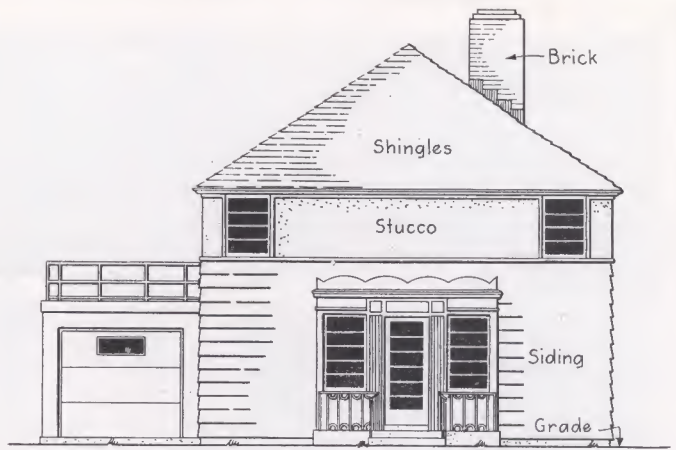
Floor plan of the Kenmore model home is very unusual in that the living quarters face the rear to obtain quiet

and better exposure. The study or guest room and lavatory off the hall is a good feature and is an unusual addition to so small a house. The dimensions of the main part, exclusive of garage, are only 27 feet 6 by 28 feet.

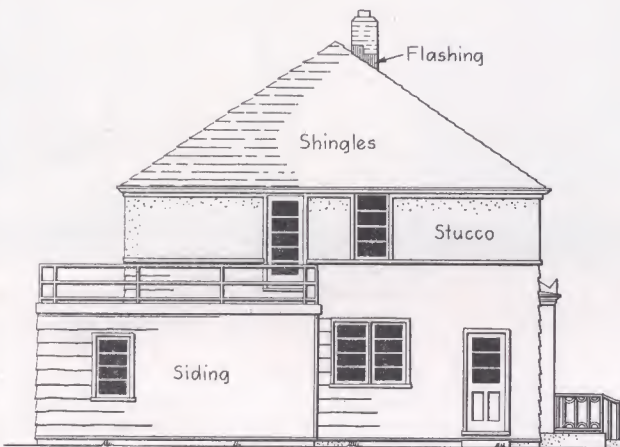
The Johns-Manville model home program is handled as a local proposition and is carried out by local builders and lumber dealers. The price range of the houses varies from \$5750 to \$25,000. The houses are structurally approved by J-M and feature use of Cedar-Grain siding shingles, asbestos roofing shingles, rock wool home insulation in walls and attic ceiling, and Steeltex plaster base. In addition, many of the homes feature other J-M products, such as asbestos Flexboard and wainscoting, insulation board, tile, bevel plank and decorative materials. The houses are widely scattered geographically and have attracted wide attention from prospective home buyers.



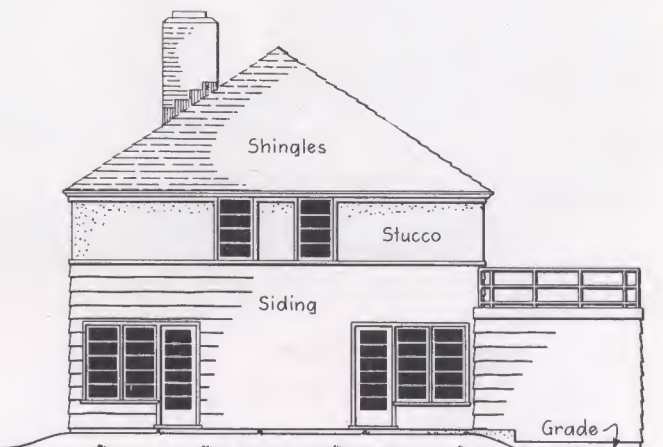
RIGHT ELEVATION



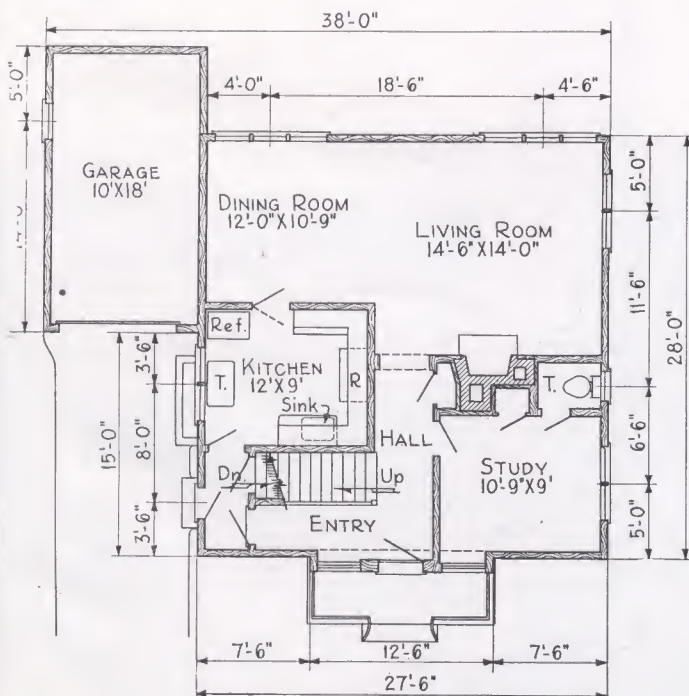
FRONT ELEVATION



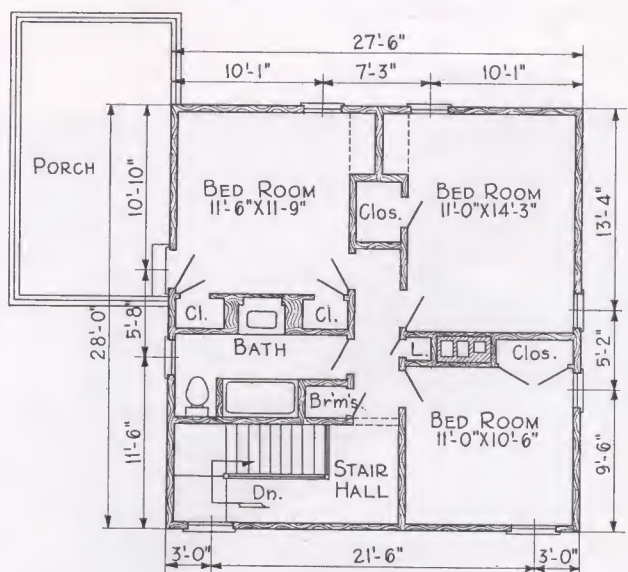
LEFT ELEVATION



REAR ELEVATION

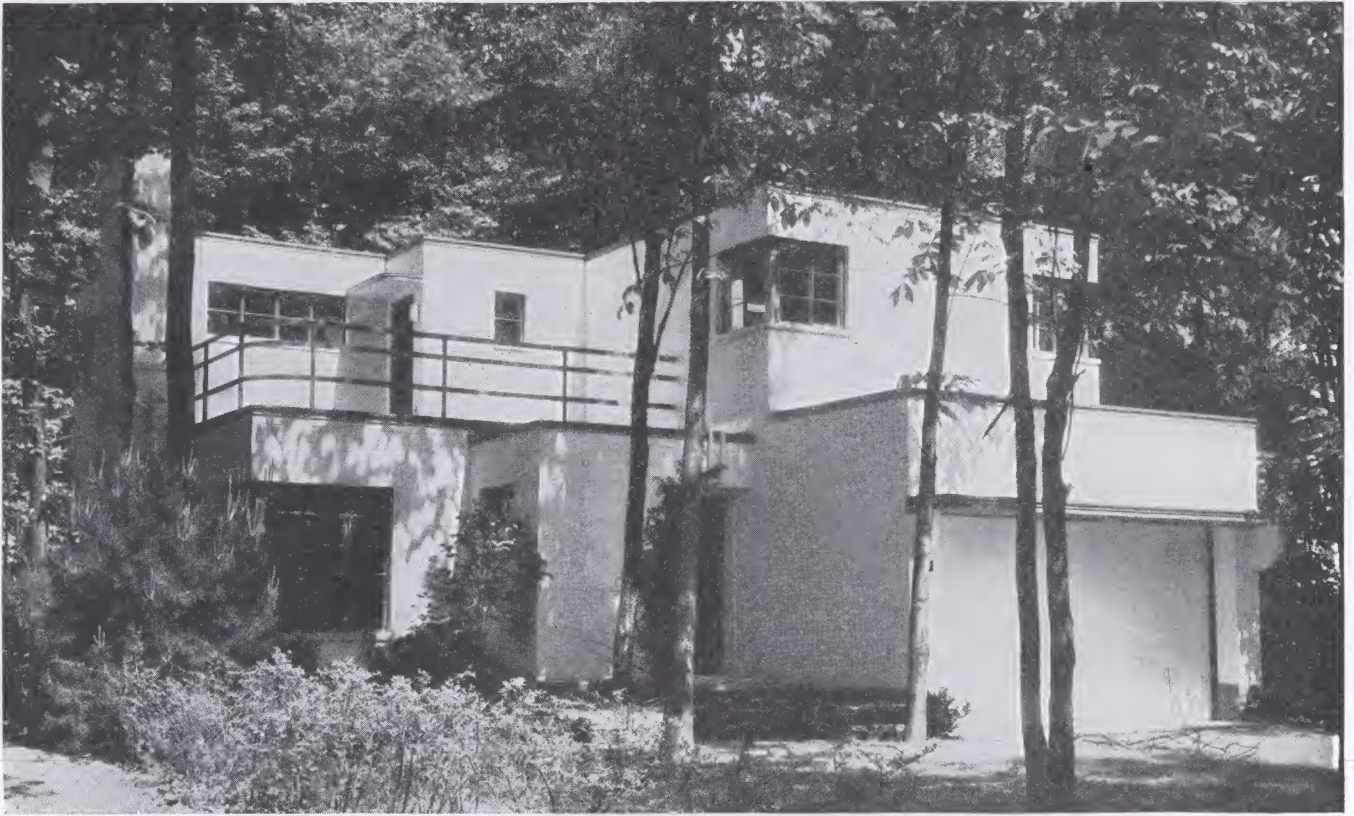


FIRST FLOOR PLAN



SECOND FLOOR PLAN

DETAILED plans show interesting arrangement of the Kenmore, N. Y., model home. Cost Key is 1.725-144-782-34-23-12

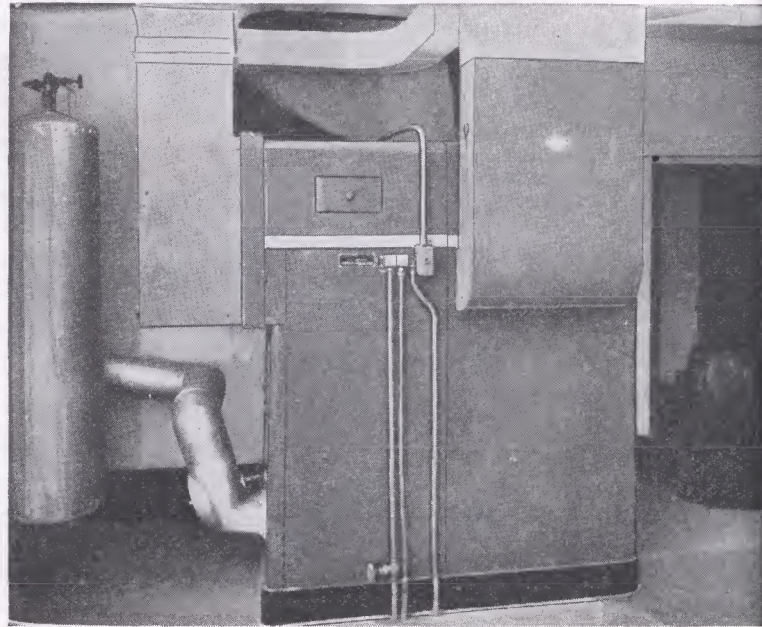
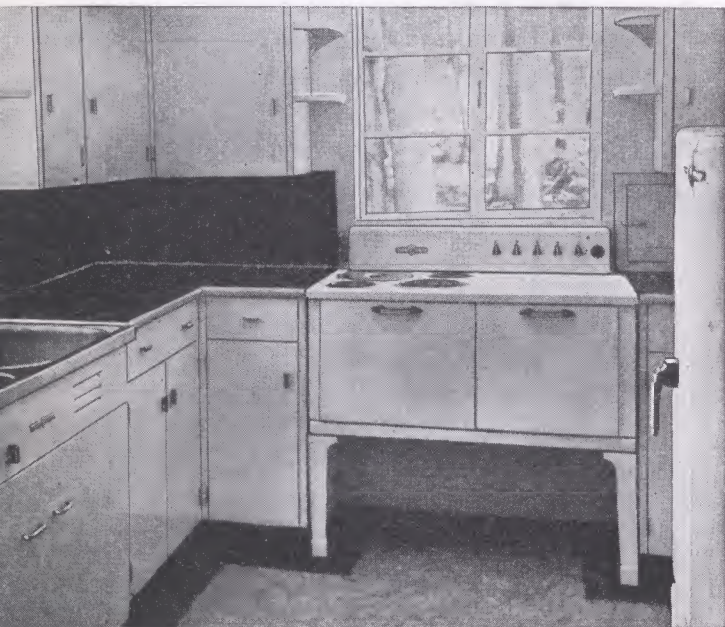


CONCRETE "EFFICIENCY HOME"

Carlton S. Crothers, Architect

M. R. Gibbons, Contractor

Both of Cleveland, Ohio



AN ALL-ELECTRIC, basementless, flat-roof concrete house, the first of its type seen in northern Ohio, has been completed in Cleveland.

This home is built of pre-cast Haydite concrete blocks and is stuccoed. Carlton S. Crothers is the architect and M. R. Gibbons the builder. It is in the \$14,000 class. According to present plans the entire subdivision will be devoted to this type of house.

The house was designed to provide the utmost in compact efficiency. The rooms are exceptionally large for the cubic footage involved. Instead of the usual 65 percent of usable space, 85 percent of the space is utilized.

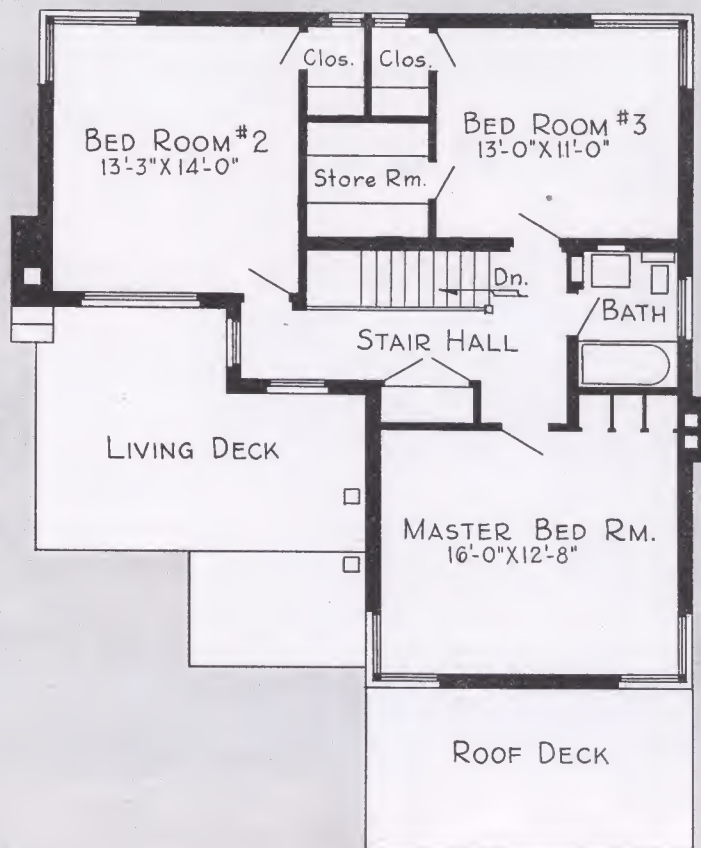
There are seven rooms, including a large living room, dining room and alcove, complete electric kitchen, laundry and the utility room on the first floor.

The second floor provides three bedrooms with separate bath for the master chamber and connecting bath for the other two. A sun deck is accessible from the second floor.

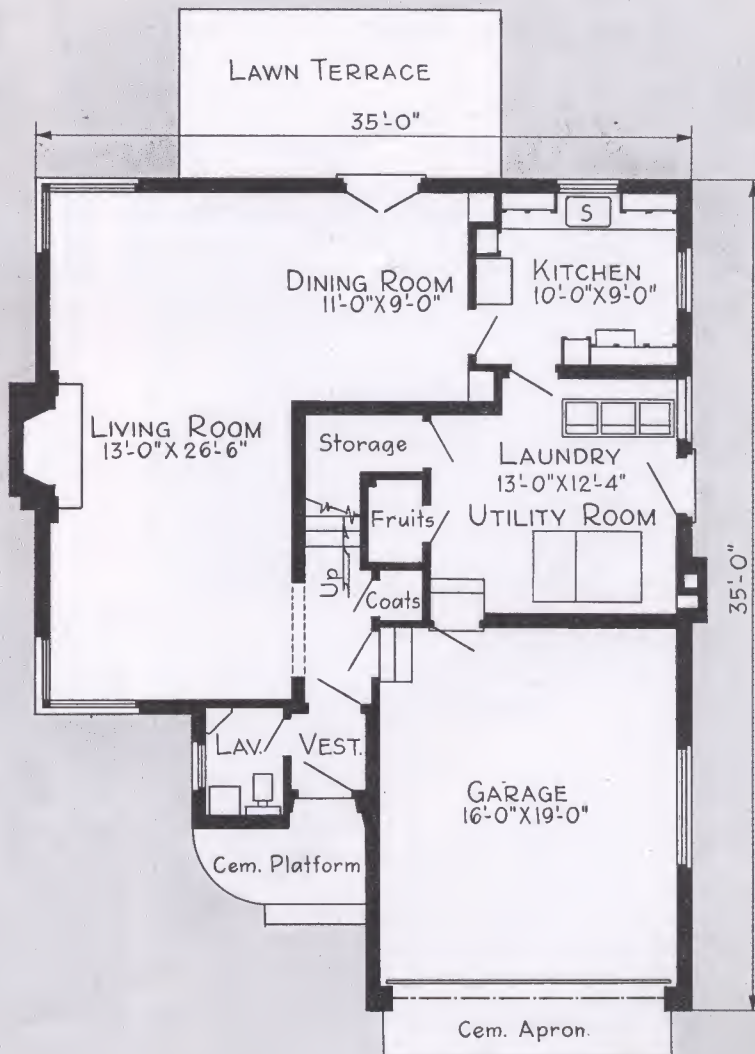
Construction features are indirect lighting, all-metal doors, two-piece all-steel stairway, built-in wardrobes and center-drain roof.

The heating system is automatic and centrally controlled, using a G-E oil burner, and providing winter air conditioning. Insulation is by aluminum foil in the walls and rock wool in the roof.

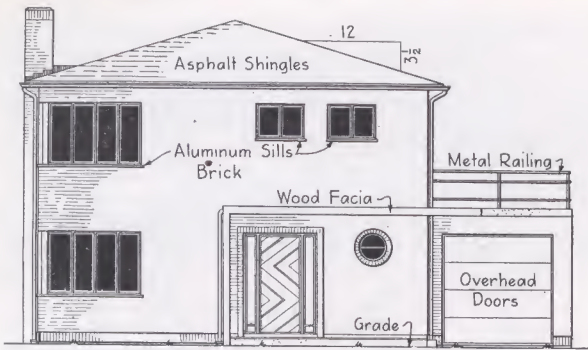
The complete G-E Kitchen contains electric refrigerator, range, dishwasher, garbage disposal unit, fan for ventilation, and electric clock.



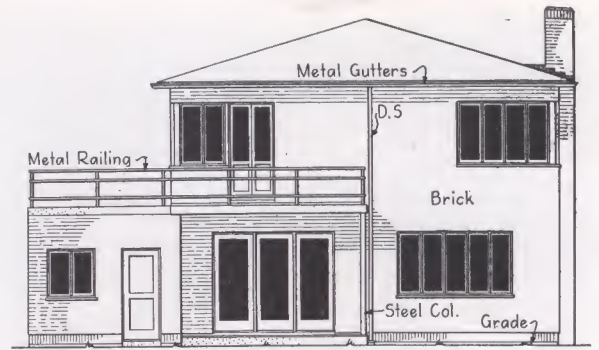
SECOND FLOOR PLAN



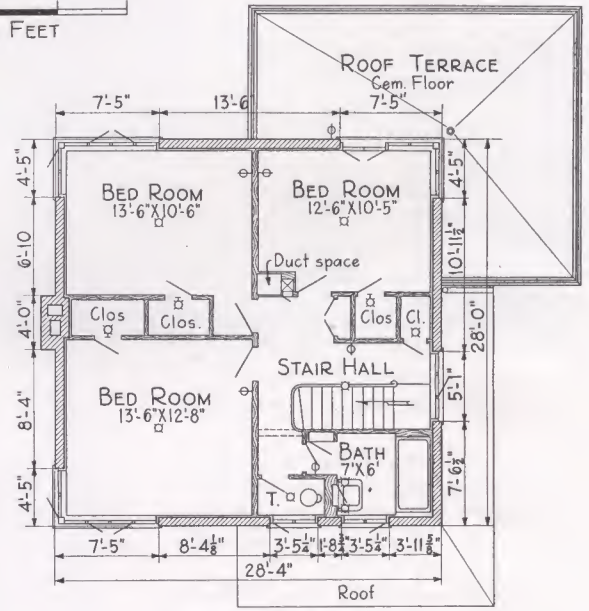
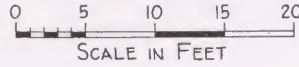
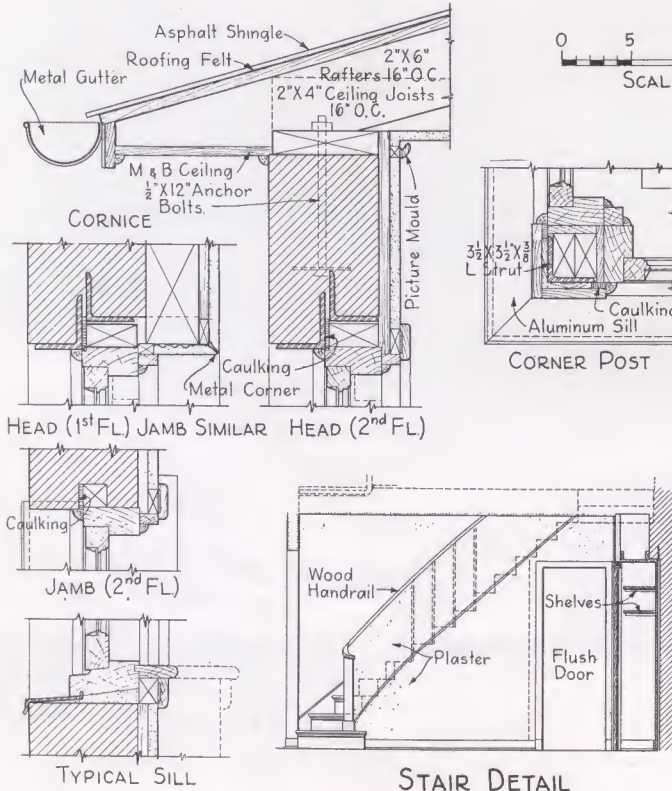
FIRST FLOOR PLAN



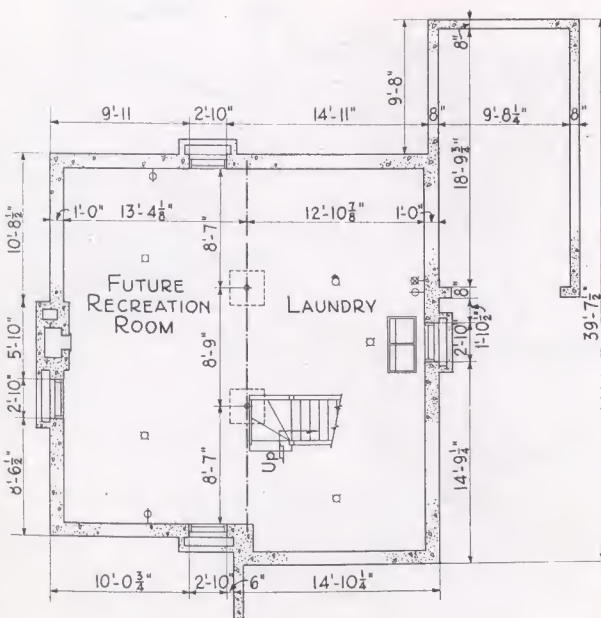
FRONT ELEVATION



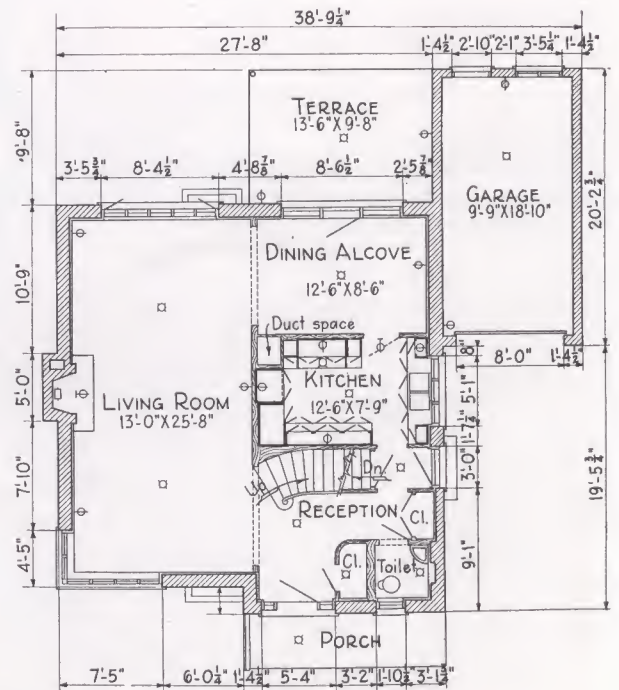
WEST ELEVATION



SECOND FLOOR PLAN



BASEMENT PLAN



FIRST FLOOR PLAN



MODERNE AIR CONDITIONED HOME

at Beverly Hills (Chicago)

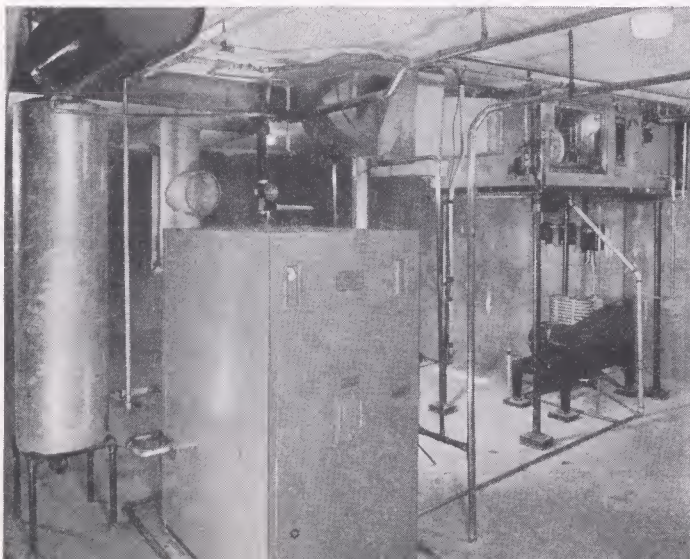
Alfred J. Glawe, Builder

Ronald F. Perry, Architect

EXPRESSING the latest ideas in design, construction and equipment this model home has stimulated residential air conditioning in the middle west. Below is shown the heating, cooling and humidifying installation. There is an American Radiator boiler, hot water with concealed type radiation in conjunction with American Radiator air conditioner. Timken oil burner used for heating and General Electric compressor for cooling. For insulation, a most important detail, outside walls are furred and lined with $\frac{1}{2}$ " Balsam Wool, which is also used above 2nd floor ceiling.

Sponsored by "The Chicago American"

Plans on opposite page





The model home has a modern touch and yet retains the feeling of a substantial Georgian structure.

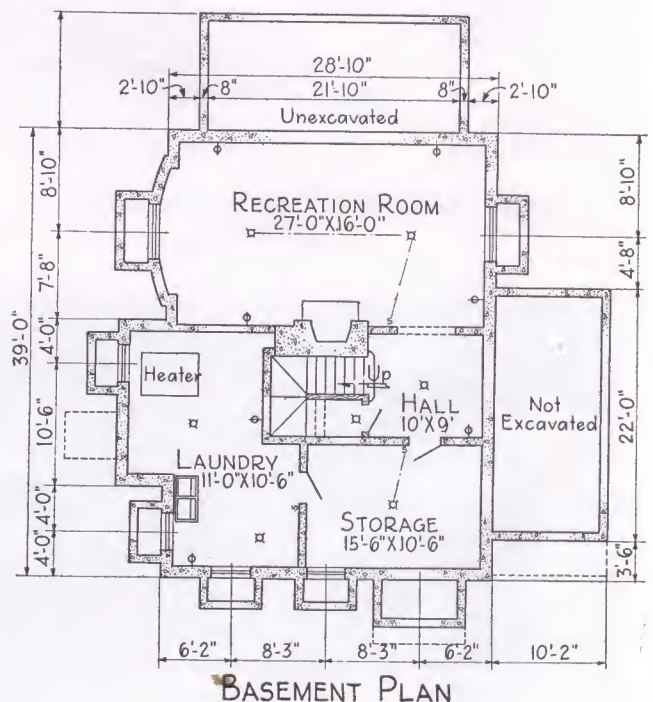
AS these detailed plans show, the 1936 Westchester County Model Home is featured by commodious rooms and closets, large halls and numerous luxury items that make for comfortable living. It has a concrete first floor and a large recreation room in the basement. The floor plan is usual and provides a huge living-dining room with attractive bay window at one end. A "housewife's planning room" is located between the kitchen and hall. The bathrooms are large. There is a large dressing alcove with built-in cabinets and an attractive sewing alcove with linen closets, that caught the eye of many housewives. Most people would prefer a separate dining room, and there is ample space to provide this without increasing the size of house.

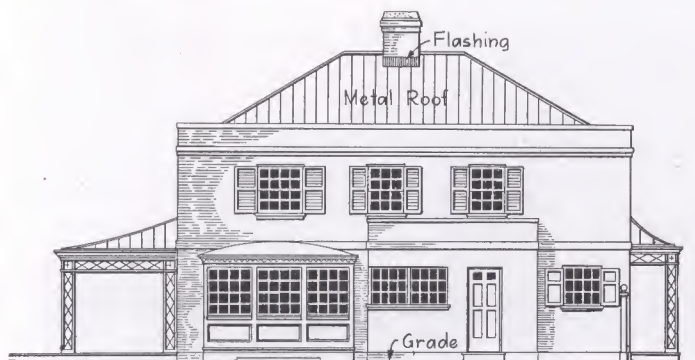
Cost Key is 2.392-164-1185-50-30-20.

THE entrance detail is one of the attractive features of the Westchester Model Home. The delicate lattice work and Georgian entrance are very appealing. The house was designed by Architect Charles A. Dewey and built by Contractor Joseph Loring. It has a gas-operated air conditioning system.

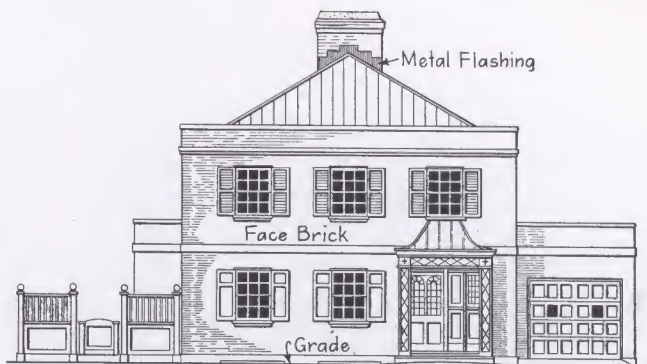
1936 Westchester Model Home

\$15,000 Prize Home Has Many Unusual Features. Thousands Flocked to See It. Specifications Given on Page 79

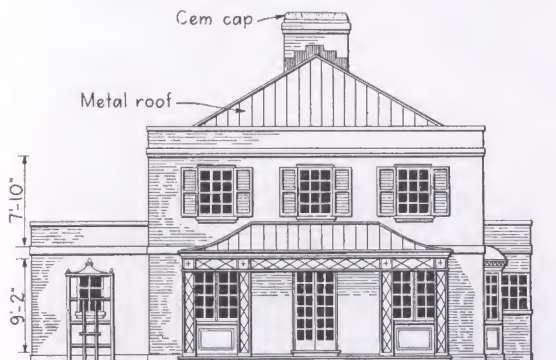




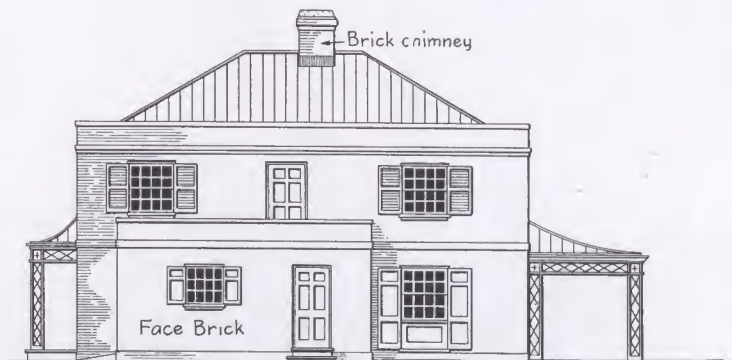
EAST ELEVATION



NORTH ELEVATION

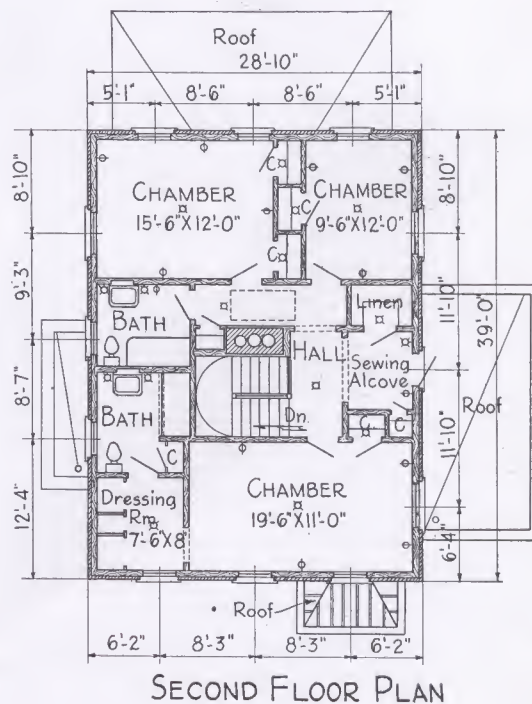
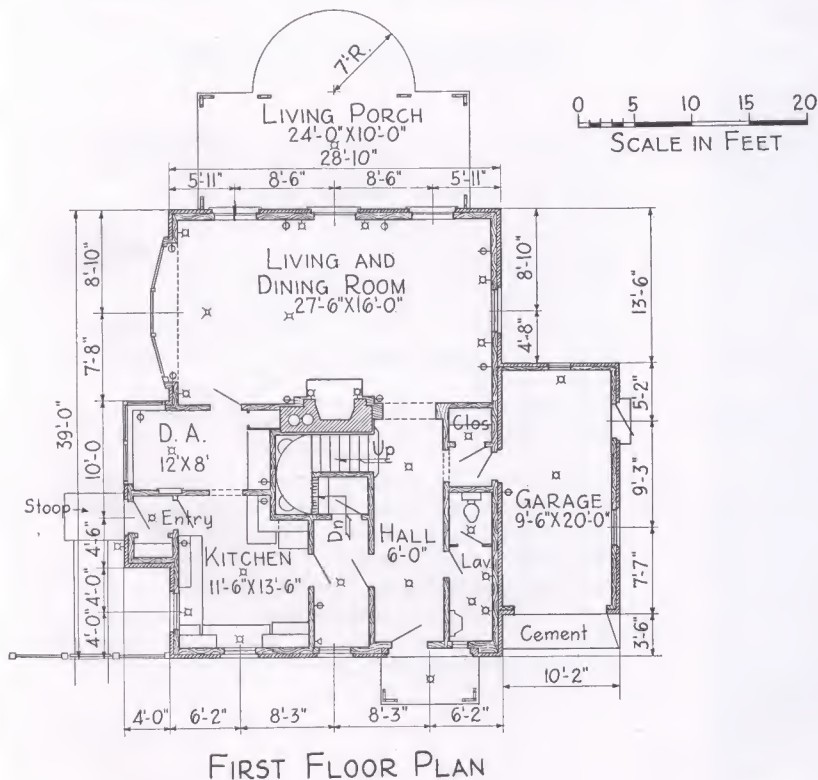


SOUTH ELEVATION



WEST ELEVATION

Specifications of materials and equipment
given on page 79.





COPPER-Armored Sisalkraft enclosed the Westchester County Model Home of brick veneer construction. Concrete was delivered to the job ready-mixed.

Building the Westchester Home

BUILDING the Westchester demonstration home (see pages 76 and 77) calls to mind Hugh S. Johnson's famous remark about running NRA "in a goldfish bowl." Builder Joseph Loring of White Plains, and Architect Charles A. Dewey of Pleasantville, both of Westchester County, N. Y., can report what happens when a house is built in a goldfish bowl. This house was featured by the Westchester County Better Housing Bureau and was given away free at the Better Homes Exposition.

1935 was a big year for model homes, and 1936 was even bigger. Model homes serve a very useful purpose in calling attention to the latest developments in home building and in creating new interest in owning a home. The house above, like many others opened this summer, was visited by thousands of interested prospective home buyers.



Specifications for Westchester Model Home (pages 76 and 77)

Joseph Loring, Builder; Charles A. Dewey, Architect

DRY WELLS: 3'-0" in diameter carried 4'-0" below point where drain pipe enters, filled with broken stone.

MASONRY: Atlas cement and Atlas white cement specified. Clean, sharp sand, clean, yellow gravel.

CAULKING: Oakum or roofer's cement thoroughly around all frames in exterior masonry walls to assure weather-tightness.

FLAG STONE: 1" random, rectangular, laid on concrete base with cement joints. All stone thoroughly bedded.

CONCRETE: Ready-mixed and delivered to job by Mamaroneck Sand & Gravel Co. Concrete joists and floor by Bedford Hills Concrete Products Corp. Mortar 1 part Magnolia non-staining cement, 2 parts lime putty, 7 to 9 parts sand. Lime, Rockland waterproof lime.

BRICK VENEER: Olde Colonial face brick by Fredenburg-Lousbury. Galvanized iron anchors every fourth course nailed to each stud. All bricks laid with solid joints.

FLUE LININGS: Hard burned terra cotta without hubs. Miterings cut half on each piece. Accurate joints. Grout carefully around all flue linings as chimney is built. Dampers for living room and recreation room fireplaces by H. W. Covert Co.

STEEL LAWN EDGING: Installed both sides of roadway. 5" x 3/16" steel manufactured by Egleston Bros., Inc., Long Island City, N.Y.

COPPER ROOF: By American Brass Co. Economy Cottage type roofing, artificially colored by spraying to produce natural green patina color.

FLASHING: 16 oz. hot rolled copper by American Brass Co. Chimney flashing step type not less than 8" high. Lower edge of counter-flashing kept 3" above roof. Heads of all exterior doors and windows flashed water-tight. Sills of exterior windows and doors flashed with Copper-Armored Sisalkraft.

SPOUTING AND GUTTERS: 16 oz. cold rolled copper. Gutters formed by carpenter, lined with copper on tar paper. Lining extending 10" under roofing. All joints securely formed and soldered solid on both sides full width of gutter.

PLASTER AND LATH: Three coats plaster over Reynolds Co. metal

lath. Galvanized corner beads. Heavy expanded metal lath over all ducts and chases beneath tiling and across all joints between frame and masonry, carried 6" on each side of joints.

TILE: Hermosa standard grade tile by American Encaustic Tile Co. Walls 4 1/4 x 4 1/4 matt glazed, floors colored faience floor tile. Bath accessories by Columbia Metal Box Co., including chromium frame Venetian medicine cabinets, glass shelves and brackets, square crystal towel bars.

FRAMING LUMBER AND ROUGH CARPENTRY: Best quality Douglas fir free from loose or large knots, large shakes, excess sap or other defects. Plates and sills 4" x 6" and 4" x 4" bolted to masonry with 1/2" x 2' bolts with large washers and placed not more than 5' apart.

SHEATHING FOR WALLS: 7/8" matched T. & G. N.C. pine sheathing, put on diagonally and nailed to every bearing, breaking joints at least every third board. Underflooring laid diagonally.

SLEEPERS: 2" x 2" sleepers 16" center over concrete floor, fastened with Bull-Dog clips.

FINISHED FLOORING: Second grade (A Select) plain red oak 13/16" x 2 1/4", matched T. & G., laid in long lengths with joints properly broken. Living room, hall and foyer floors 4" x 8" random width white oak plank flooring, screwed and plugged. Recreation room paneling pecky cypress by Southern Cypress Mfg. Assn.

GARAGE DOOR: Over-the-Top garage door by Frantz Mfg. Co.

FLOOR FINISH: Scraped, planed and sandpapered with acid stain finish. Minwax treatment for basement floor.

WEATHERSTRIPPING: Bronze interlocking weatherstrip by Accurate Weatherstrip Co. on all windows and exterior doors.

SCREENS: 1 1/8" stock window screens and doors fitted with 16 mesh bronze wire throughout.

INSULATION: 4" rock wool in walls and second floor ceiling by Eagle-Picher Lead Co.

DISAPPEARING STAIRWAY: Model 60 Bessler disappearing attic stairway in wood; finished opening 2'-6".

LIVING ROOM MANTEL:

Georgian Mantel Co., New York City, set on a wood breast with raised panels at sides of mantel.

BUILDING PAPER: All outside frame walls covered with 1 oz. Copper-Armored Sisalkraft, 25" width, applied vertically and lapped 1"; laps sealed with asbestos mastic and lightly tacked with copper tacks. Furring strips applied over laps and nailed tight.

GLASS: Double-thick glass free of waves or other imperfections, by Libbey-Owens-Ford Glass Co.

PIPES AND PLUMBING: Extra heavy cast iron pipes. Wrought iron pipe, Byers, lap welded, with fittings of heavy galvanized malleable iron. Brass pipe annealed seamless tubing. Valves of cast brass, by Jenkins; full size of pipes they control. Soil lines boxed and packed with mineral wool. Hot water piping insulated. Control valves each fixture. Bathroom fixtures by Crane Co.

HEATING: Bryant gas fired furnace and air conditioning unit, complete with fan, air filters, clock thermostat and transformer by Minneapolis-Honeywell. Registers and grilles by Waterloo Register Co. Heating ducts, Mahlstedt Materials, Inc.

WIRING: Plug-In Strips, National Electric Products Co. All wiring in flexible armored cables. Edwards flush call combination kitchen and service bells with transformer. Electric clock outlets in living room and kitchen. RCA-Victor aerial and radio outlet. Telephone conduits, underground telephone cable conduit to telephone boxes from basement ceiling, enabling Telephone Co. to install wires. Telephone jacks to receive portable telephones in bedroom and sewing alcove.

KITCHEN EQUIPMENT: Modern, built-in cabinets and linoleum top work area by Nappanee Co.; Chambers gas range; Electrolux automatic gas refrigerator.

BASEMENT SASH: Vento steel sash.

WATER HEATER: Monel Metal automatic storage water heater by Whitehead Metal Products Co.

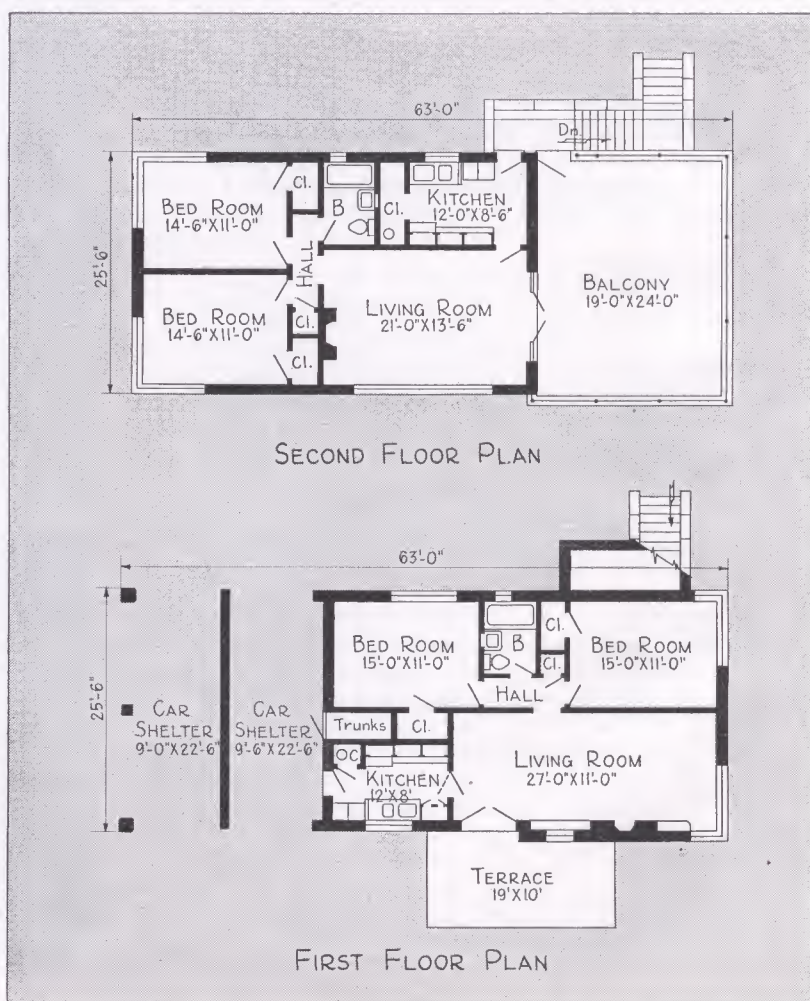
COPPER PAINT: Elastic paint for outside copper by Mitchell-Rand Company.



MODERN TWO-FAMILY FLORIDA HOUSE

COMFORT and livability, with emphasis on outdoor living, are achieved in this two-family apartment built by the Seaway Corporation at its Miami Beach development. The two families are entirely separated, each occupying a separate floor and having a separate entrance. The large rooms, wide windows and sun decks—both shaded and open—permit the occupants to enjoy the view and the landscape to the utmost.

ARCHITECT James Burley has attempted to create a modern two-family house that will fit well into the Florida landscape and be particularly suited for the kind of living desired by people who spend their winters there. The apartments are spacious and comfortable, with large corner windows, ample closets and attractive balconies and terraces. The automobiles are housed at the left in an open area underneath the second-floor apartment.





Goodwin & Tatum, Architects; F. A. McDaniels, Photographer

Modern Finish in Model Home

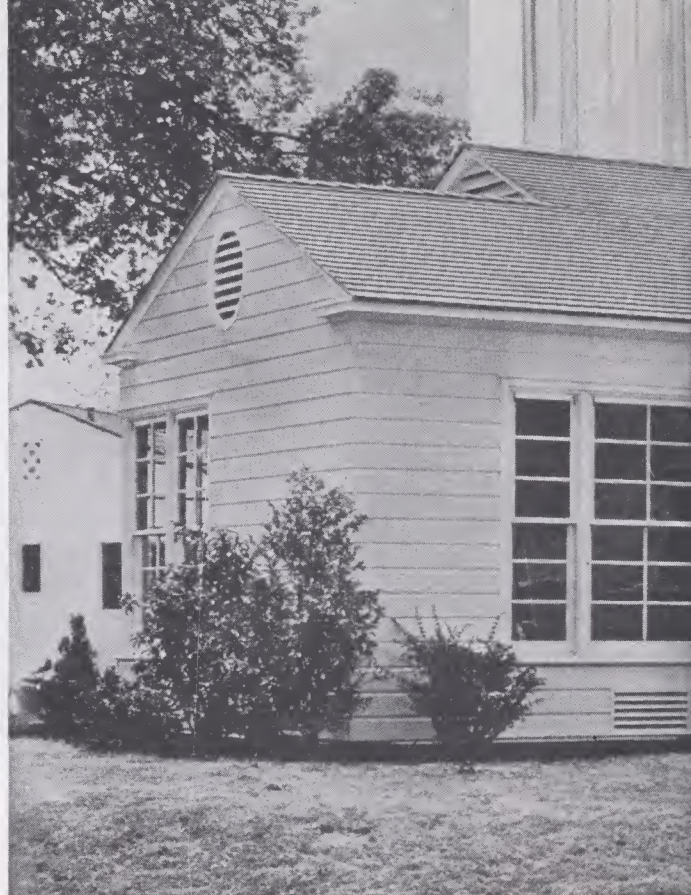
Striking interior horizontal paneling in the Southern Pine House at the Dallas Exposition. The view above shows the "heart" of this home, the living room fireplace with its over mantel of grooved wide boards and flanking book shelves in modern style.

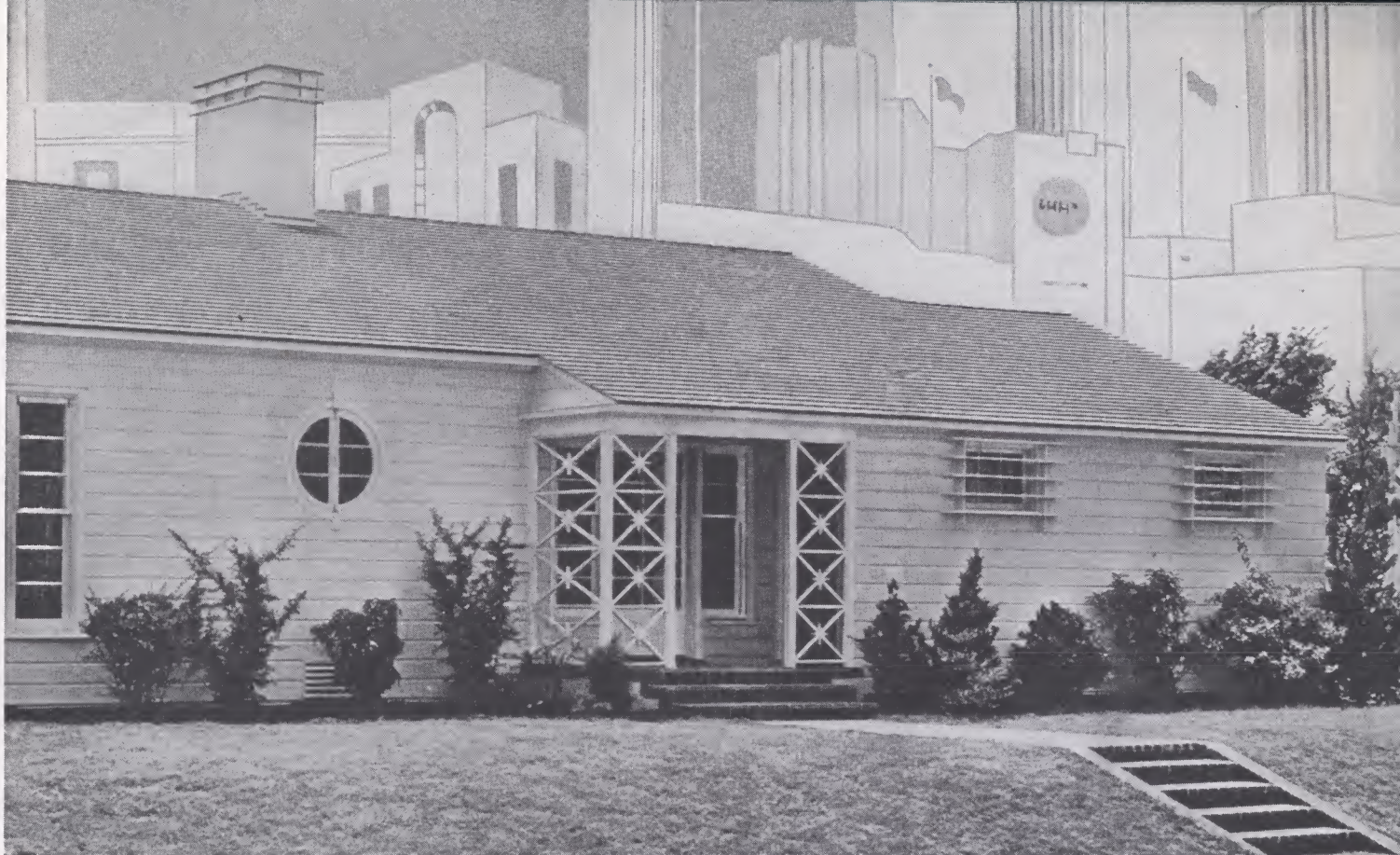


New Note in Walls and Ceiling

ABOVE is an interior view of the second bedroom of the So. Pine Home showing walls of pine boards papered over canvas. Ceiling is of V-joint pine boards.

BELOW is interior view of Master bedroom walls covered with moulded-joint pine boards laid vertically, with a lower course of V-joint boards laid horizontally. Ceiling is of V-joint shiplap.





ALL-SOUTHERN PINE HOME AT THE TEXAS CENTENNIAL

AN AVERAGE of more than 2,000 persons each day are visiting the all-Southern Pine Exhibit home at the Texas Centennial Exposition and procuring up-to-date ideas on home building from this attractive, "dry-built" modern home of wood, designed with the idea that it can be built anywhere in this country for from \$4,500 to \$5,000.

It is smart in appearance and has long, wide corner windows giving an abundance of sunlight and excellent cross ventilation—two ingredients of pleasant days and restful nights—in every room.

Goodwin & Tatum, Dallas, Tex., Architects

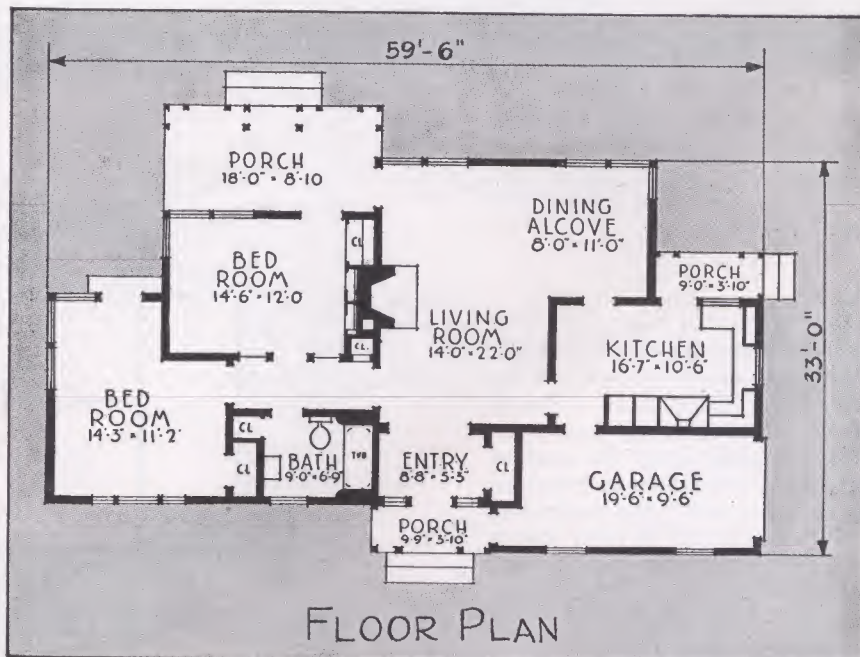
**Stock Plans (without changes) from
Southern Pine Assn., New Orleans.**

Cost Key is 1.671—176—(1172)—(50)—19—14

THE FLOOR plan and interior arrangement provide comfort and convenience in each room and closet—no wasted space. Front and rear entrances give access to the living quarters and the kitchen has its own service doorway. The garage is built under the same roof as part of the house.

The roof is covered with cypress shingles, and the finished floors in all rooms, excepting kitchen and bath, are of edge-grain Southern pine. The bathroom floor is of tile.

The interior finish is at once attractive and unique. The front entry is finished in knotty pine boards, laid horizontally with moulded joints. In the spacious living room, with its cheerful dining alcove, the horizontal arrangement of the wide wall boards and decorative mouldings carries the eye from end to end with an impression of generous length.



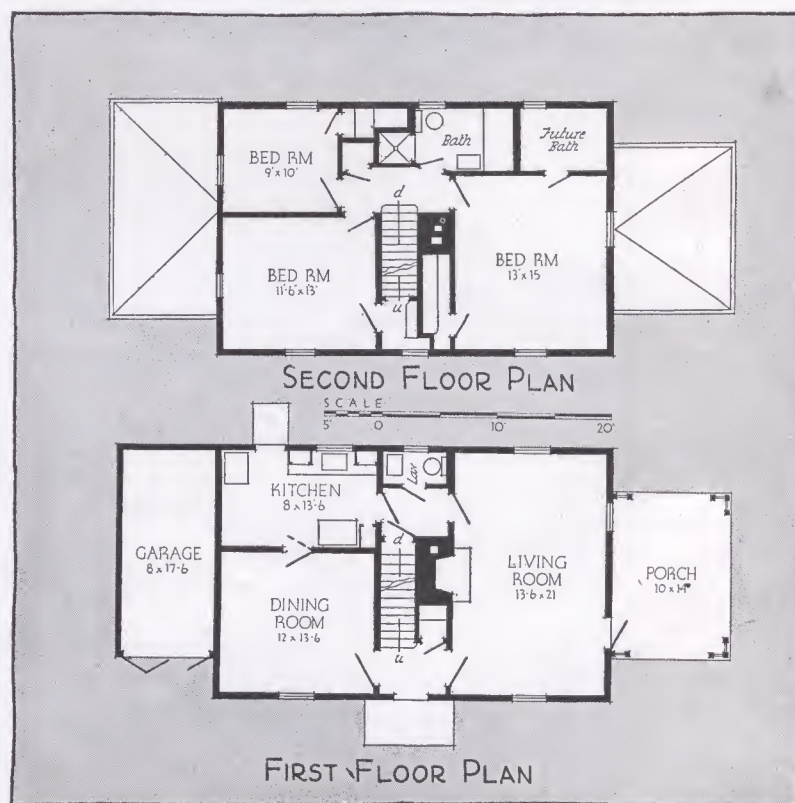


SIX ROOM AND GARAGE STUCCO HOME WITH MODERN FEELING

Cost Key is 1.664—129—748—32—23—16

THE white stucco house above might be described as being of neo-classic style. Its simple lines and good proportions give it a modern feeling which appeals to many people. It was built this year by the Harmon Company of New York, from plans by Randolph Evans. The roof lines and the general proportions are unusually good, and although the house is of only moderate size it has an impressive formal appearance that is highly desirable.

FLOOR plans of the neo-classic house are somewhat similar to the stone front Colonial on opposite page. The lavatory has been placed directly under the upstairs bathroom, and space is provided for a future bath. The center-hall stair arrangement is very good, and the large living room is well lighted and has a French door leading to the porch. This is an excellent, economical plan.





Randolph Evans, Architect; Photo by Gustav Anderson

CHAPTER III—HOMES OF DISTINCTION

THE detail above shows one of the attractive homes designed by Architect Randolph Evans for the Harmon National Realty Corp. of New York. The gable and chimney treatment gives a substantial appearance, and the entrance detail is effective.

MASSIVE
CHIMNEY,
STUDIO LIVING-
ROOM FEATURE
ENGLISH HOUSE

John J. Cappelli, Builder
Louis Kurtz, A.I.A.,
Architect

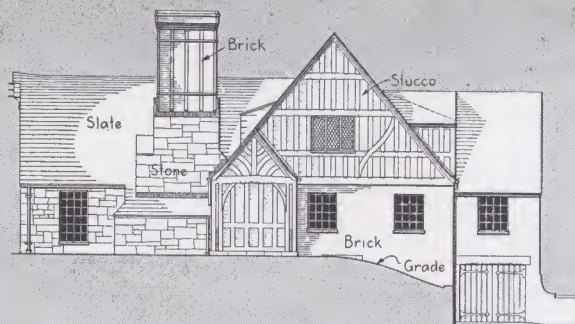
ONE of the most admired houses in the Riverdale section of New York City is this substantial English structure which was the result of the co-operation of a good builder and a good architect. The massive chimney has attracted unusual attention. The house has concrete floors and heavy insulation.



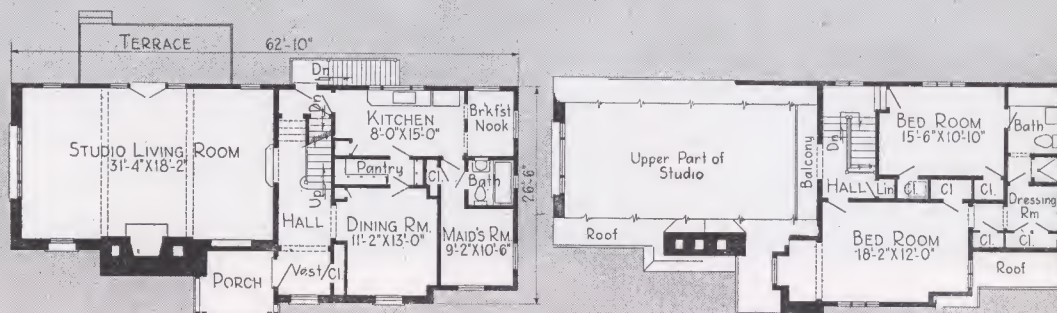
Photos by John Gass

CHIMNEY and entrance combine in a most attractive way.





FRONT ELEVATION



FIRST FLOOR PLAN

SECOND FLOOR PLAN

FLOOR plans reveal a spacious and comfortable home, well planned and well built. The studio living room, shown below, is the outstanding feature of the house, which is owned by an artist. A balcony runs across one end, and the other is dominated by the heavy window, letting in north light.

Cost Key is 2.088—185—1490—62—27—25





6-ROOM COLONIAL FOR THE COUNTRY—2 CAR GARAGE

Arthur T. Remick, Architect



SKILLFULLY designed for a country environment, this little Colonial house hugs the ground and establishes a most attractive note. It is located on an acre of land near Chappaqua, N. Y. Cubic contents are approximately 30,000 feet. The living room and dining room face a rambling brook.

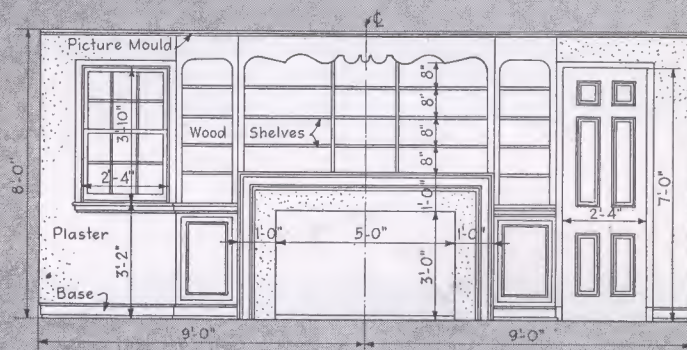
PROPORTIONS and details have been handled with great skill by Architect Remick. The specifications include metal lath, oak floors, Curtis woodwork, copper metal work, rock-wool insulation, brass pipe, Fitzgibbons steel boiler with ABC burner and Arco concealed radiation, Standard plumbing fixtures, Kitchen Maid cabinets.



89

BOOKCASES OVER THE FIREPLACE

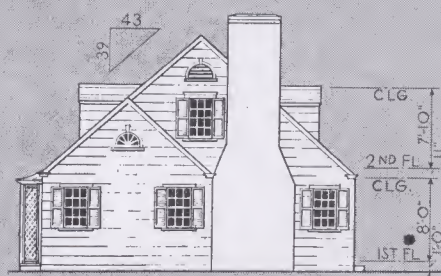
THE HUGE fireplace with bookcases above it, which is detailed at right, dominates the entire living room. Details below illustrate how expertly Architect Remick fitted this house into its country surroundings.



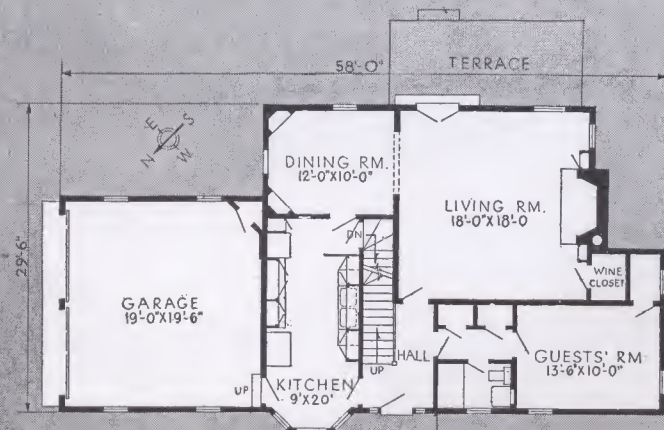
ELEVATION OF FIREPLACE



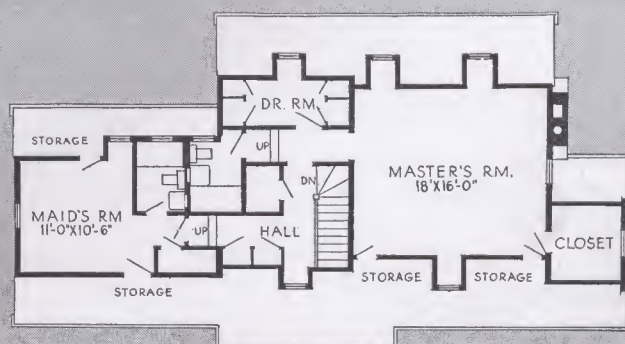
FRONT ELEVATION



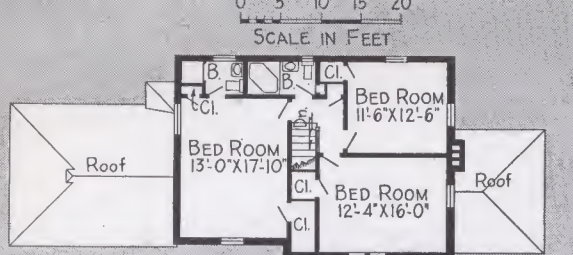
SIDE ELEVATION



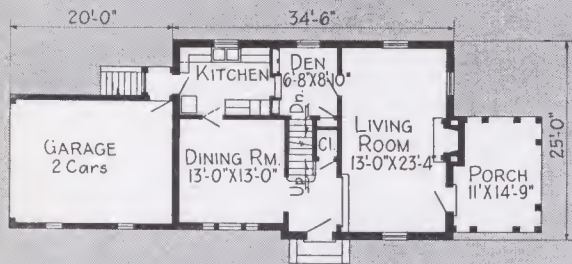
FIRST FLOOR PLAN



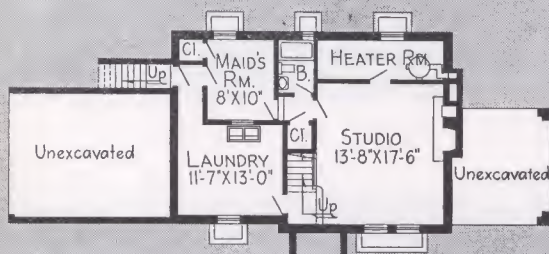
SECOND FLOOR PLAN



SECOND FLOOR PLAN



FIRST FLOOR PLAN



BASEMENT PLAN

WASHINGTON, D. C., MODEL HOME BY WAVERLY TAYLOR

COST KEY is 1.923-156-816-41-27-21

OF ALL the model homes opened last year this Norman style house was one of the most popular. It has been seen and admired by thousands of people. It was built late last year by Waverly Taylor, prominent Washington, D. C., builder, in his lovely Rollingwood section. The floor plans at left show an unusually commodious and comfortable house in which the entire ground floor is used. The house is air conditioned, has an all-electric kitchen and three bathrooms.

THE basement recreation room or studio shown below is paneled in knotty pine and has a simple, attractive fireplace. There is also a heater room, a laundry room and maid's room and bath on the ground or basement floor. The house is fully insulated with Rock Wool. Cubic contents are 30,252 cubic feet.





EXTERIOR walls are of brick laid in semi-skintled bond. The overhanging second story is half-timbered in hand adzed cypress with panels of old brick laid in random bond. Roof is of antique Norman tile in dark reds and maroons. The living room below is done in simple fashion and good taste.

91



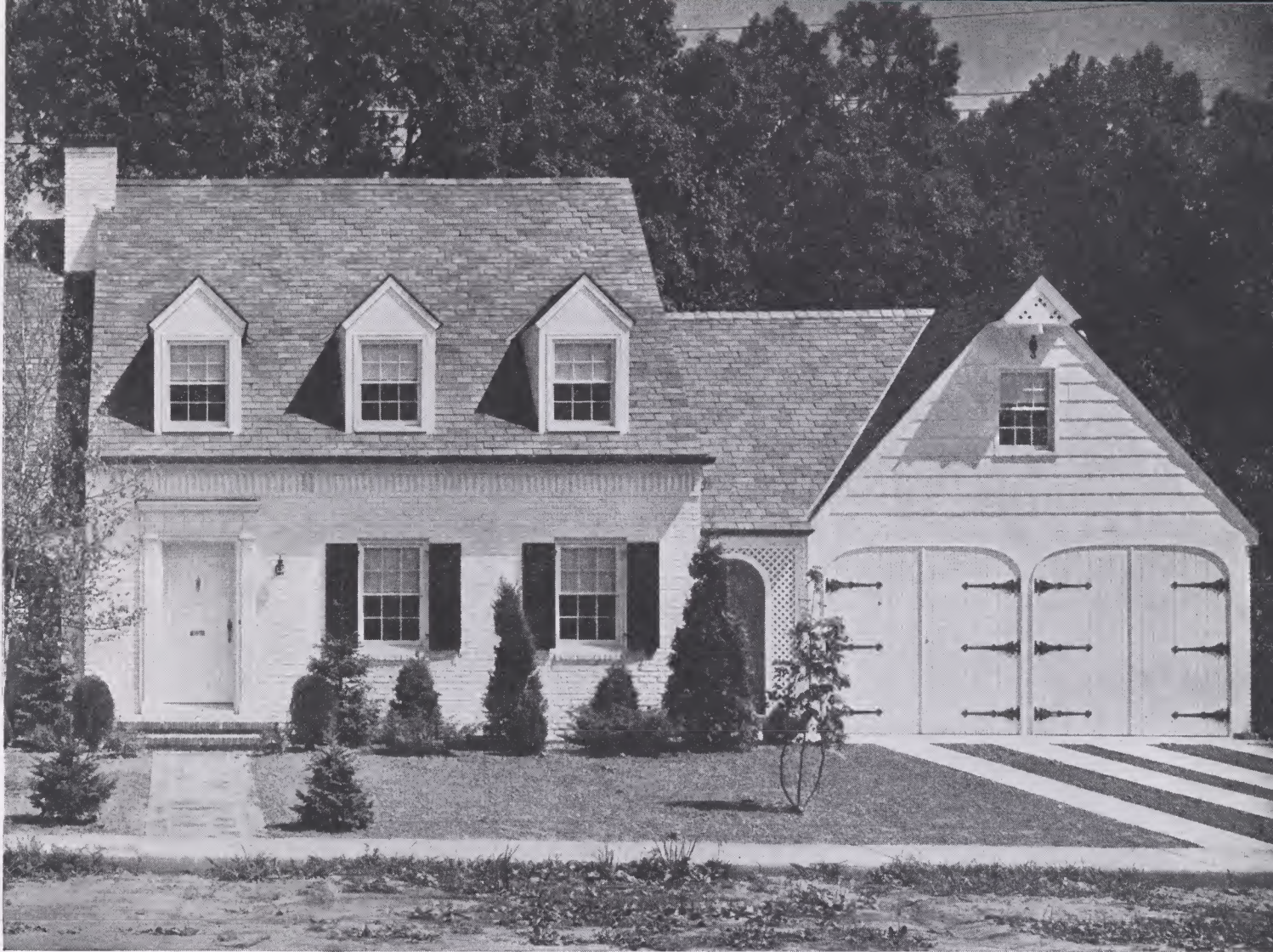
RAMBLING COLONIAL IN BRICK

Maxmillian R. Johnke, Architect

THIS is a substantially-built brick house which has all of the appeal of the rambling Colonial. Proportions of the roof lines and the balancing of the porch wing with the garage wing are excellent. The cubage is 43,000 cu. ft. The exterior is of common brick, flush redwood boarding and Perfection cedar shingles. Roof is of black slate. Maid's room is located over the garage, which is handled in an interesting manner architecturally.

THE paneled office illustrated below is from a house at Summit, N. J., designed by William Martin Pareis, architect. It shows a particularly skillful treatment of bookcases and wall paneling.

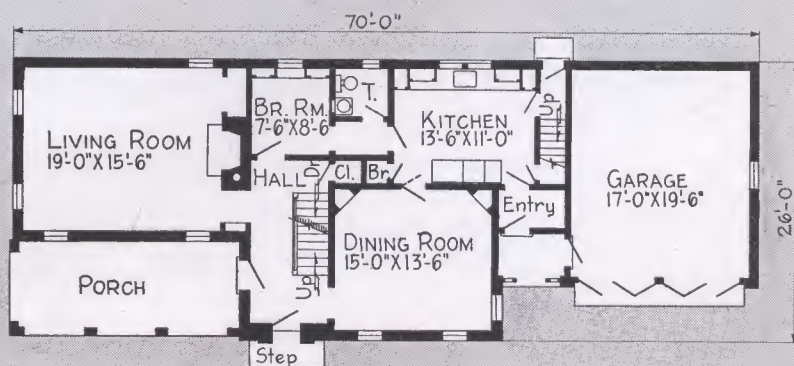
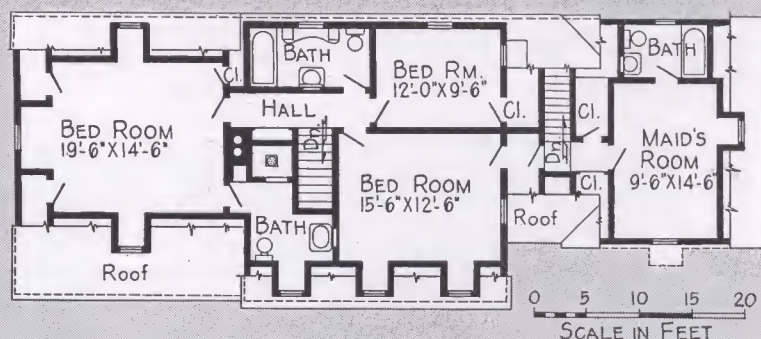




COST KEY is 2.652-192-1090-48-29-25

EQUIPMENT in this modern Colonial home, designed by Maximilian R. Johnke, Architect, includes Delco oil-burning air conditioning system, Standard bathtubs and fixtures, Kingsway glass shower door and medicine cabinets, Schlage interior and exterior hardware, Covert fireplace damper, Pennvernon glass, oak floors with Minwax stain, Colonial electric fixtures by Lightolier Co. Exterior doors and frames and garage doors by the Curtis Co.

Floor plan at right shows many unusually fine features, including the large living room with windows on three sides, covered porch, spacious center hall, downstairs lavatory, rear stairs to maid's room.



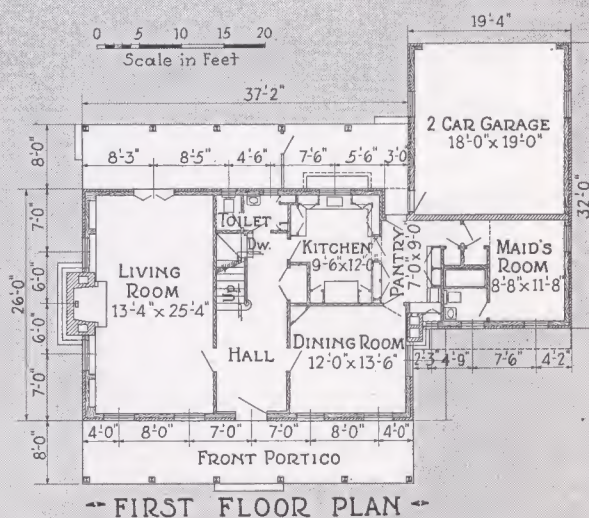
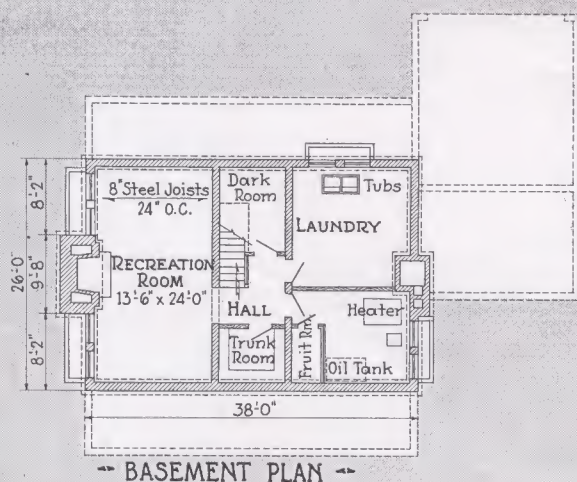


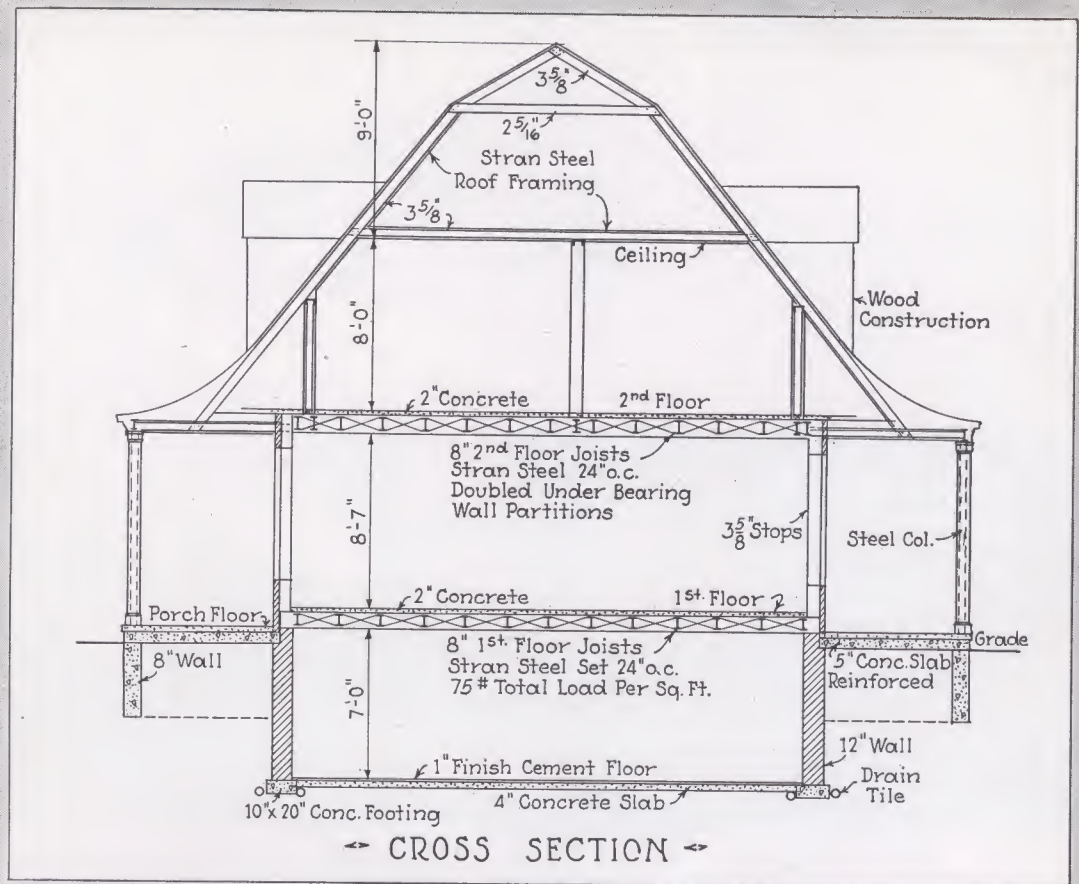
OLD DESIGN NEW CONSTRUCTION

Dutch Colonial of Brick and Stone
has Inner Frame of Steel

Trowell Construction Co.
Builder

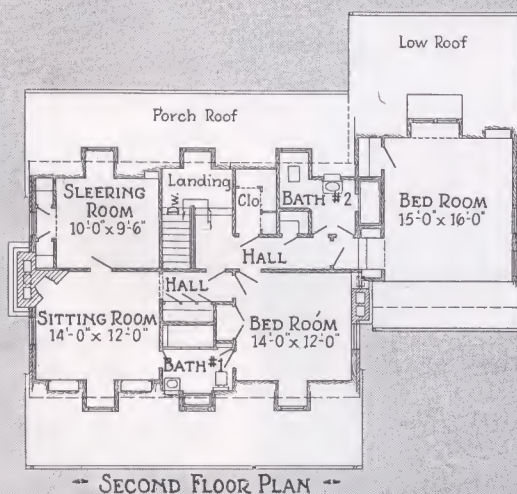
Frank A. Miles
Architectural Design





Home located at
Grosse Pointe, Mich.

COST KEY is 2.836—217—1230—54—30—34.



This house of the popular, tried and true Dutch Colonial style for the exterior makes use of the latest ideas in interior arrangement and in construction and equipment. The exterior walls are 12-inch solid brick; interior bearing walls in basement 8-inch brick; floors of 8-inch Stran-Steel joists topped with 2 inches of concrete over which is laid $\frac{7}{8}$ -inch parquet wood flooring for all the principal rooms; the kitchen, pantry and maid's quarters being finished with linoleum, and bathrooms tiled. Basement is provided with big recreation room with cheerful fireplace. Heating system is Gar Wood air conditioner with oil burner. Incinerator is built into the basement, with charging door in the pantry above. Wood burning fireplace provided on both first and second floors as well as basement. Garage doors are upward-acting. Exterior walls decorated with field stone. Shingle roof and wood dormers; all main roof framing Stran-Steel.

FLOOR PLANS to the left show ample provision for all present day home requirements. Full use is made of the basement as well as of the first and second floors.



BUILT ON A SLOPING SITE

at Downers Grove, Ill., as Model Home

J. T. Schless Construction Co., Builders, Chicago

Robert H. Salisbury, Architect, Wheaton, Ill.



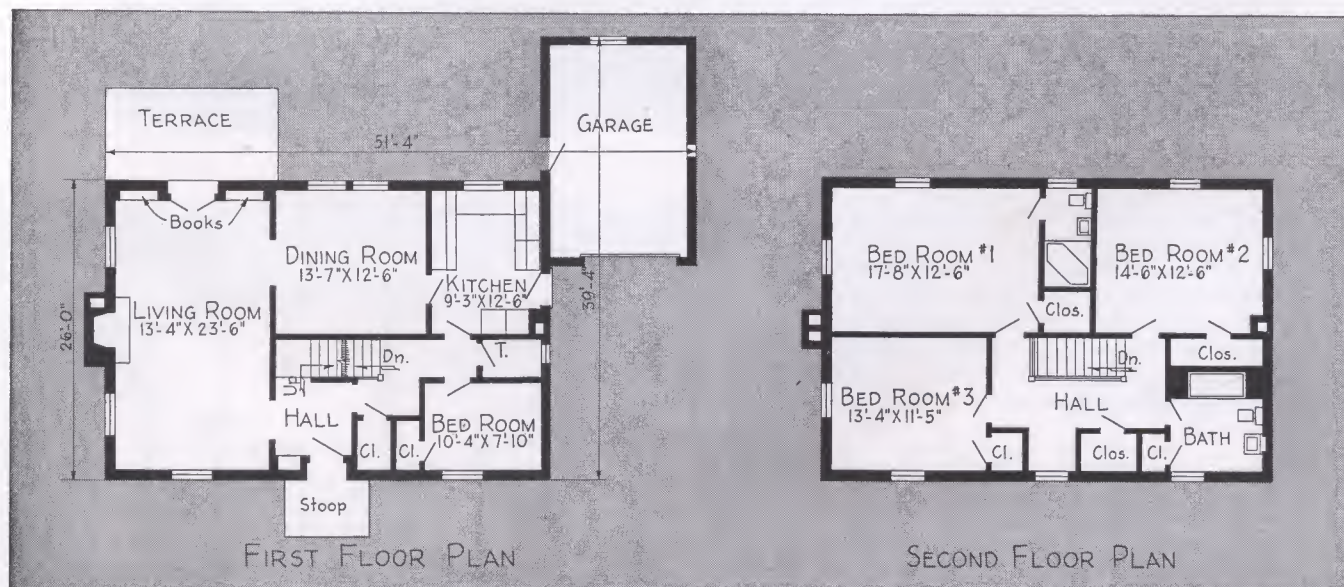
COST KEY (without garage or terrace) 1.735-129-1006-42-24-14.

LEFT, construction view of Downers Grove Model Home as seen from right side. Above, other end of house showing manner in which garage and terrace are placed to take advantage of sloping site with motor entrance from the rear. Plans to right indicate another position for a level plot.



THE FLOOR plan below gives an alternate arrangement of the terrace and garage where the location does not allow the garage to be placed at basement level with terrace above as seen on the opposite page—otherwise the room layout is the same. Living room has plenty of light and allows for good furniture grouping with attractive fireplace (illustrated above) as the center of interest. Built-in book shelves flank

the doors leading to the terrace. A small maid's or guest room with convenient toilet occupies a first floor corner off the rear hall. On the second floor are three good sized bedrooms with easy access to baths and ample closet space. Considering the size of the house, the plan is compact and has a minimum of waste space. Equipment includes a G-E year 'round conditioning system and complete electric kitchen.



SOUTHWEST CAPE COD COTTAGE

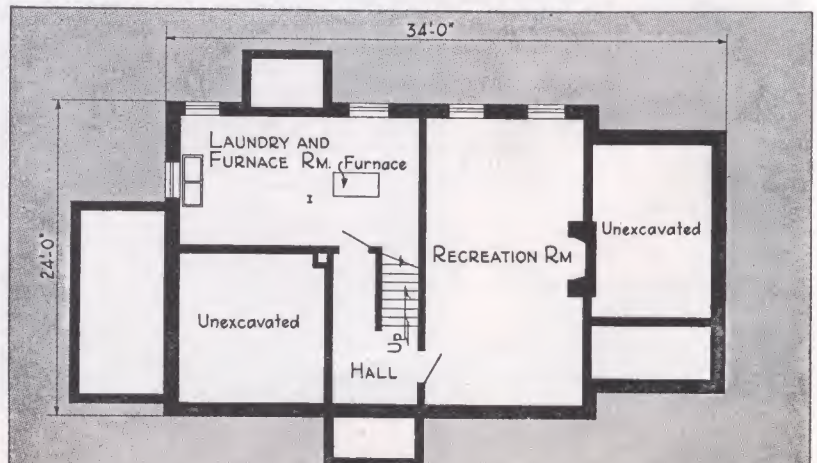
**Built at
Oklahoma City
Med Cashion,
Designer and Builder**

Cost Key is 1.937-146-858-37-22-15



ABOVE: The exterior design of this Oklahoma house shows the influence of far away Cape Cod; an interesting feature is the use of a new type hard, white face brick instead of painted common. Plenty of light and air have been provided for the living room; the well detailed mantel was made on the job; hearth and facing are of Italian marble. A guest room and bath beyond the living room offer privacy from the rest of the house.

PLANS at the right indicate a compact and efficient layout. Southern exposure, important in Oklahoma, has been provided for main rooms except the dining room.



BASEMENT PLAN

MASTER bedroom shown at the right has windows arranged for cross ventilation, as do the other rooms; the large closet with window is unusual. Wood-burning fireplace adds to the attractiveness of the room.



WAINSCOTING of horizontal logs extending around three sides (seen behind chair), native stone fireplace, knotty pine paneling and Tile-tex floor over concrete are features of the good sized club room at the right.

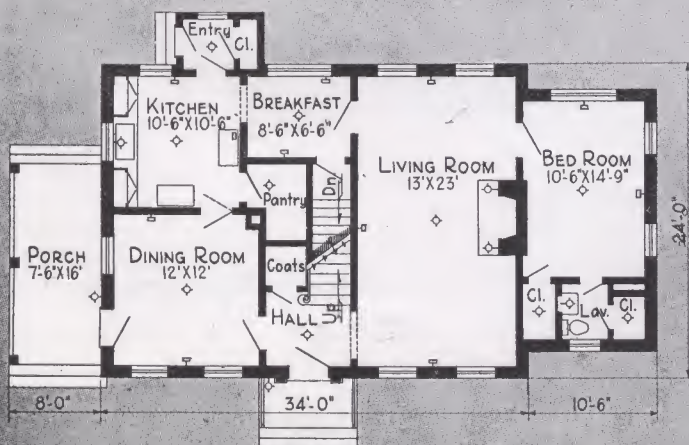


THE BUILDER and designer of this Oklahoma house, Med Cashion, has labeled it "Golden Rule House No. 3," it being the third he has built in which material, construction and workmanship have been measured by this principle.

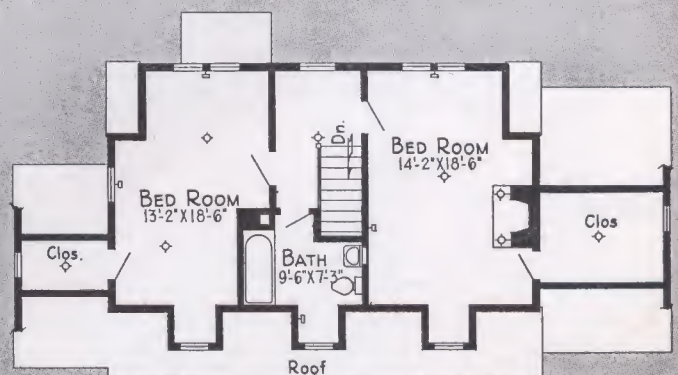
Although it does not appear large from the outside and was built in the popular price range, there are six rooms, two and one-half baths, club room, ample storage space

and three wood-burning fireplaces. Extras featured such accessories as radio and telephone outlets in club room, on first floor and in upstairs hall; built-in dressing table, bookcases, desk, kitchen and pantry cupboards.

Other materials and equipment used include copper plumbing, Mueller heating, rock wool insulation, Colonial fixtures and hardware, and upward-acting garage door.



FIRST FLOOR PLAN



SECOND FLOOR PLAN

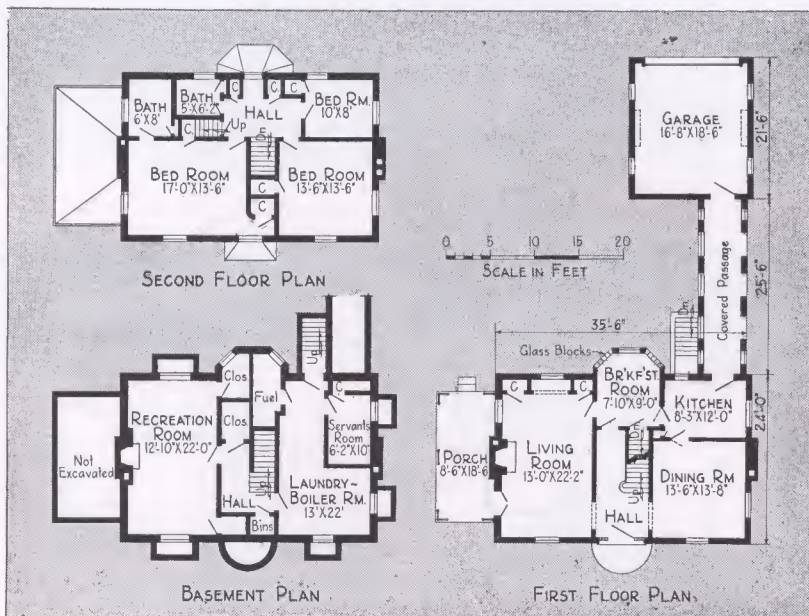


"CHARACTER HOME"

Richmond, Va.

Hutzler & Carr, Inc., Builders

Edward F. Sinnott, Architect



QUALITY FEATURES

- Firesafe concrete walls and floors
- Copper roof
- Glass brick used in bay in morning room.
- New modern plumbing fixtures including laundry trays
- Glass-tile wainscoting in master bath room
- Recreation room with tile floor
- Insulated exterior walls and second floor ceiling
- Plaster on metal lath throughout
- Flagstone paving
- Electric kitchen with furniture steel cabinets
- Conditioned air heating system with summer and winter domestic hot water supply
- Adequate electric wiring and concealed telephone conduits
- Bronze frame and bronze mesh window screens
- Weatherstrips
- Dust-proof closets
- New wall paper designs
- Attic stairs and floored attic

Cost Key is 2.391—258—884—42—43—24



ABOVE: Richmond "Character Home." Shows view from rear garden with covered walkway to garage. Breakfast room alcove with glass brick panelling also shown. Note excellent ashlar wall construction.
 BELOW: Richmond "Character Home" recreation room. Ornamented precast concrete joists exposed.





BRICK HOME AT CLEVELAND EXPOSITION

Designed by The Small House Committee, Cleveland
Chapter, A.I.A.,—Walter H. Smith, Chairman

Robert F. Gaiser, Contractor; Cleveland Builders Supply Co., Sponsor



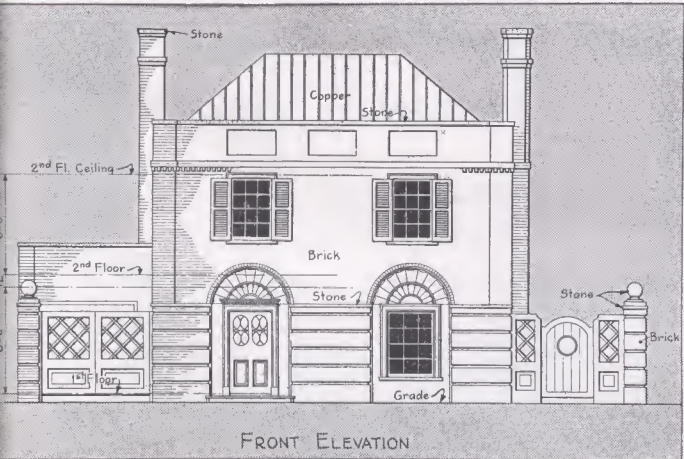
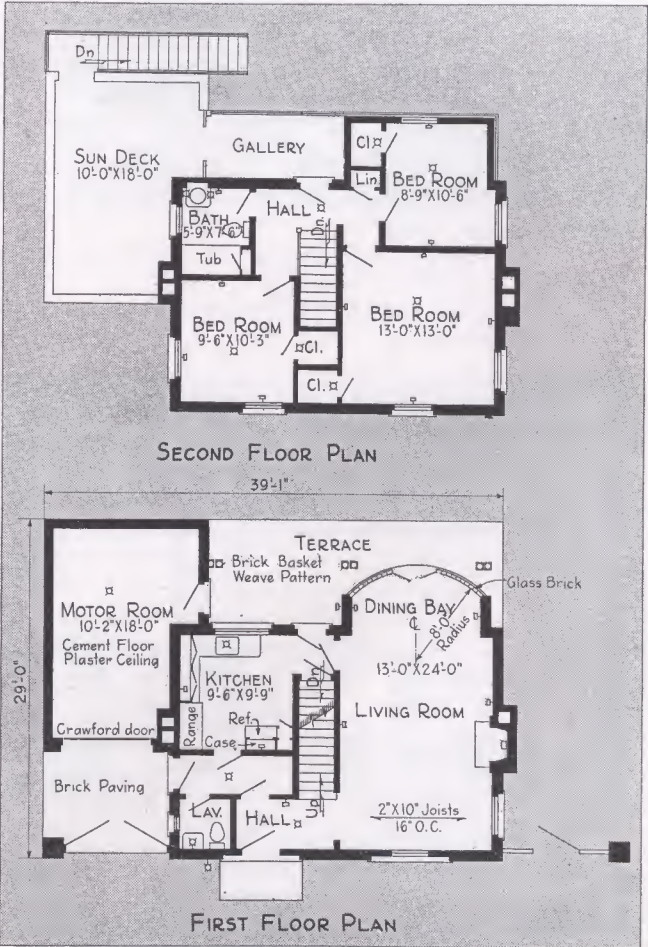
THE LIVING room in the Great Lakes Exposition Brick Industry home.—The combined effort of the Residential Builders Organizations of Greater Cleveland to produce "a Modern Home of Lasting Charm" in the \$9000 class.



DINING BAY in spacious living room demonstrates the practical utility and charm of the new glass building block. Decorative furnishings are by the Bailey Co. Cleveland department store.

CONSTRUCTION FEATURES: walls are solid masonry, brick veneer on tile, making a 9" wall. Brick joint has tooled horizontal joint with vertical joints struck (copied from an old South Carolina home). Rustic brick used. Roof is Anaconda Economy Copper with standing seams; gutters and downspouts, copper; sheathing under sun deck floor, copper; coping, trim, pier caps, stone by Cleveland Quarries Co.; zinc weatherstrips, by Advance Metal Weatherstrip Co.; garage doors, finger-tip operating, by Crawford Door Co.; mail box, coal chutes, garbage receiver, Donley Bros. Co.; dining room bay, enclosed in Insulux Glass Bricks, by Owens-Illinois Glass Co.; plaster base, rock lath; insulation, 4" Red Top Rock Wool in 2nd floor ceiling, by U. S. Gypsum Co.; select oak flooring, by the Harvard Lumber Co.; windows, "Easy-Clean" tilting windows by Vento-Steel Sash Co.; plumbing, copper pipes; Briggs Beautyware Plumbing Fixtures; heating, winter air conditioning; electrical work, by Enterprising Lighting Fixtures, Inc.; bathroom cabinets, The Porter Equipment Co.; screens, "Zip-In", all bronze, frameless, by Harris-Murray, Inc.; hardware, Corbin locks and Stanley butts; clay tile for exterior walls, bath floor and walls: by Mosaic Tile Co.

Cost Key is—1.640—148—644—29—27—12

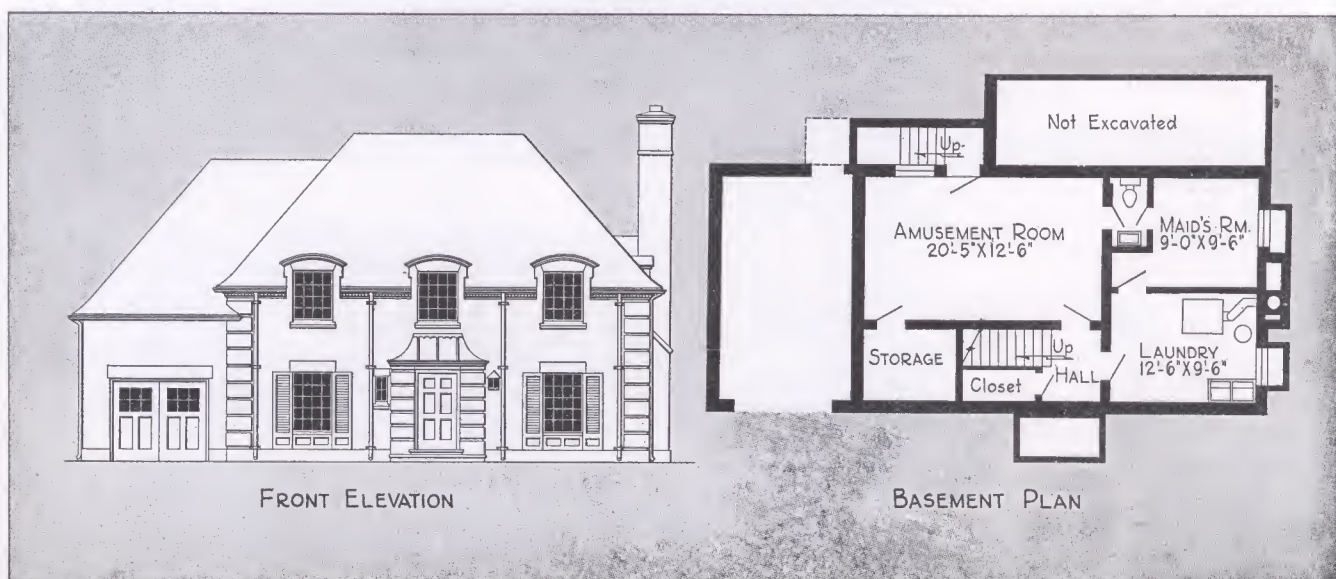




FRENCH PROVINCIAL HOUSE IN DENVER, COLORADO

**Designed and Built by
Writer Bros., Inc.**

Cost Key is 1.852-138-
774-34-21-18

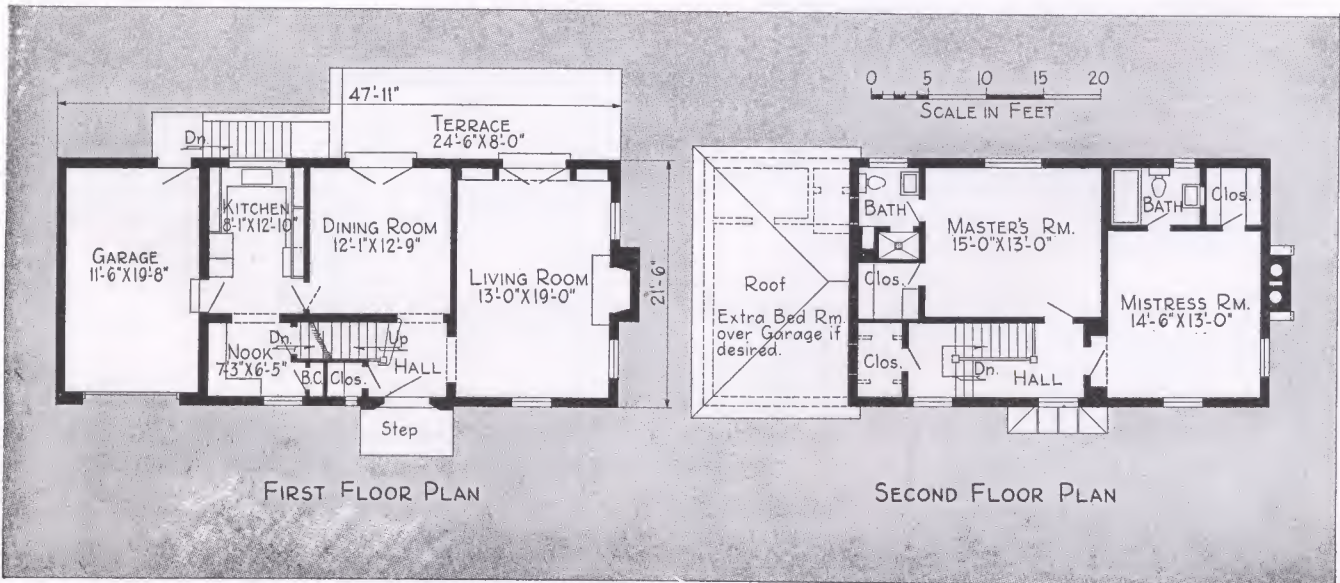


TYPICAL of the better current work in the Rocky Mountain metropolis is this 6-room and garage French Provincial house in Denver's East Side "apple orchard" project by Writer Bros. Inc. The houses in this subdivision, numbering 30 for this year's program, are being built to sell at from \$6,000 to \$15,000.

These houses have that touch of quality combined with artistic beauty, that makes it entirely unnecessary to use any high pressure selling or advertising methods. The houses actually sell themselves and in almost every instance, are sold before they are entirely completed. Some of the interesting details that produce this much wanted result are brick work painted with the modern cement type water mixed bonding paint in white, off white and cream. Roofs and exterior wood work in browns, red, blue, blue-green and green with dummy shutters, in some styles, to add to the touch of color. All houses have the garage built as an integral part of the architectural plan.



ABOVE, LEFT: View across the back lawn of the French Provincial house, showing how the lawns run together when no alley is there to separate them. This is a typical Writer Bros. arrangement. ABOVE, RIGHT: Stairway showing use of wall paper for interior decoration, in the French Provincial house.





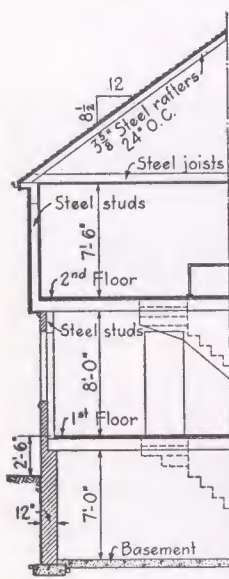
A DESIGN that is much admired by all is a colonial home of brick and shingle veneer on a Stran-Steel frame built on Piedmont and Keeler Avenues, Detroit, and typical of a quantity of fine homes going up currently in the motor city. For exterior dignity and interior comfort with maximum economy in layout this design rates very high. See next page for additional dimensioned plans and elevations.

QUALITY CONSTRUCTION IN DETROIT

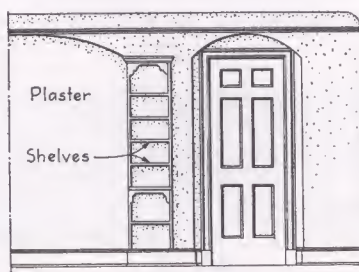
Knight-Menard Co., Builder
Ted Wilkins, Architect

Working Plans on Page 107

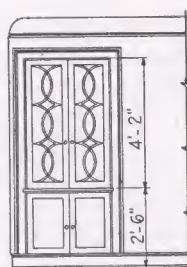
COST KEY is 1.637-120-834-35-24-12.



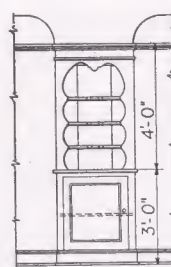
TYPICAL
WALL SECTION



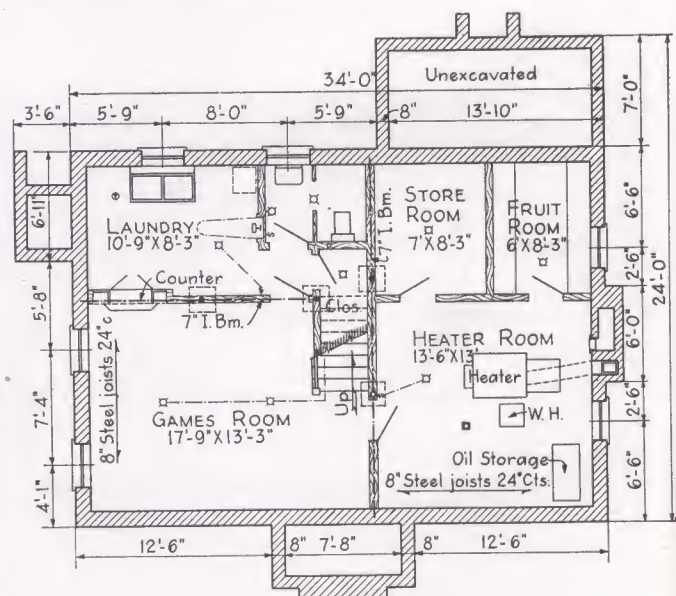
LIVING ROOM SIDE



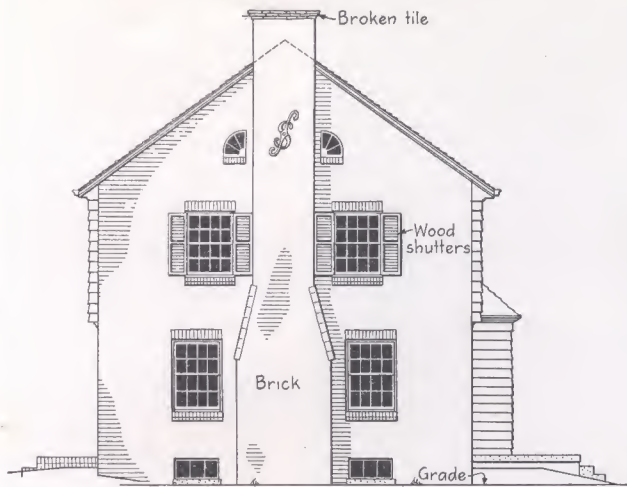
DINING ROOM



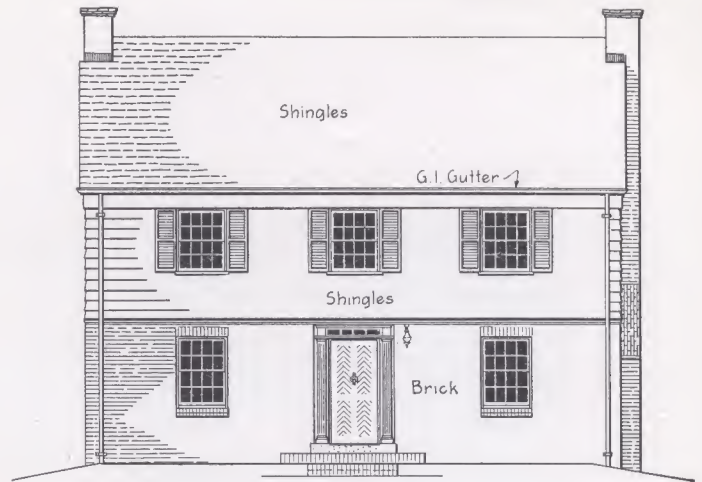
BREAKFAST RM.
CABINET DETAILS



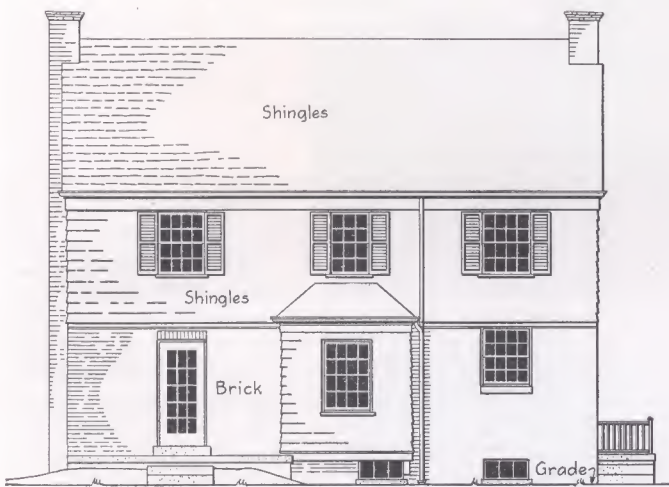
BASEMENT PLAN



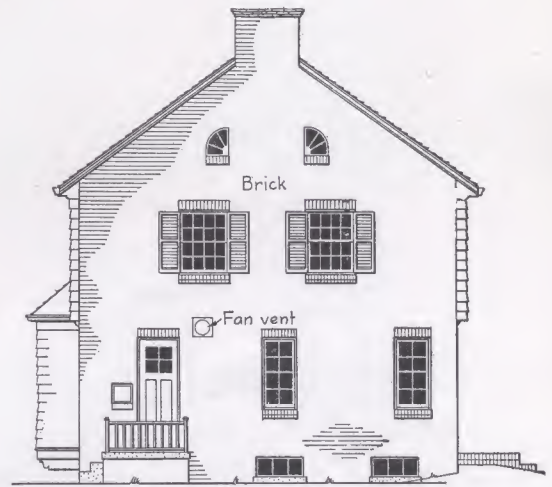
SOUTH ELEVATION



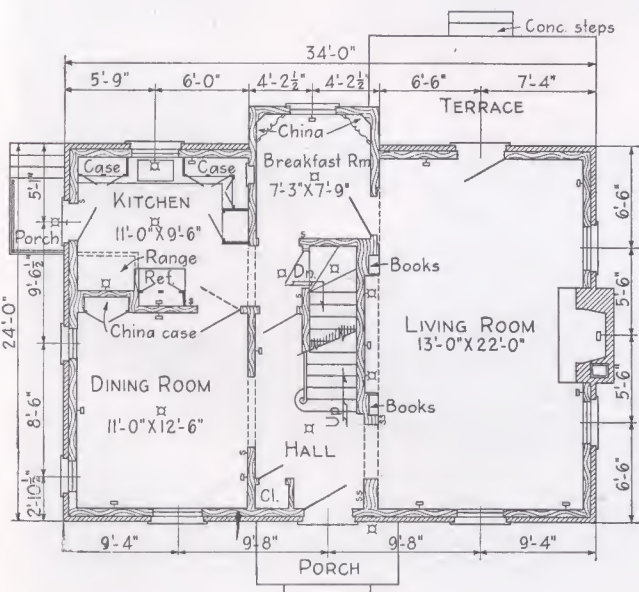
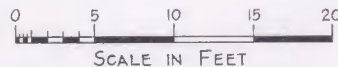
FRONT ELEVATION



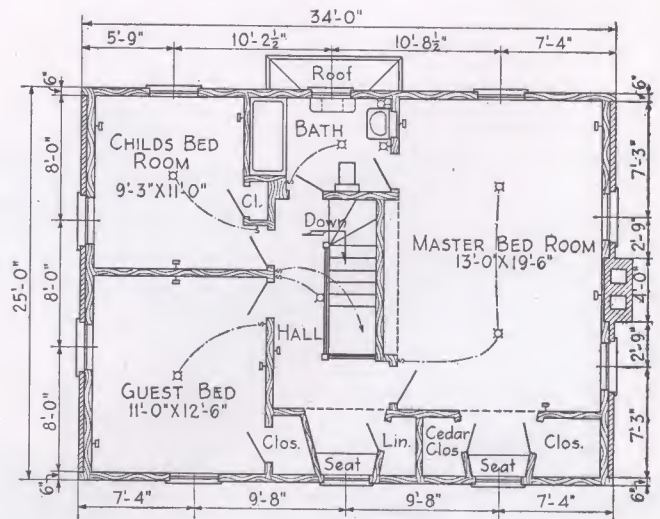
REAR ELEVATION



NORTH ELEVATION



FIRST FLOOR PLAN



SECOND FLOOR PLAN



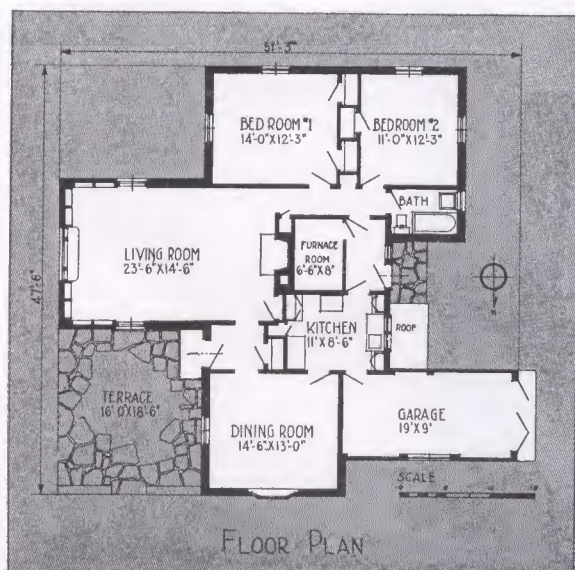
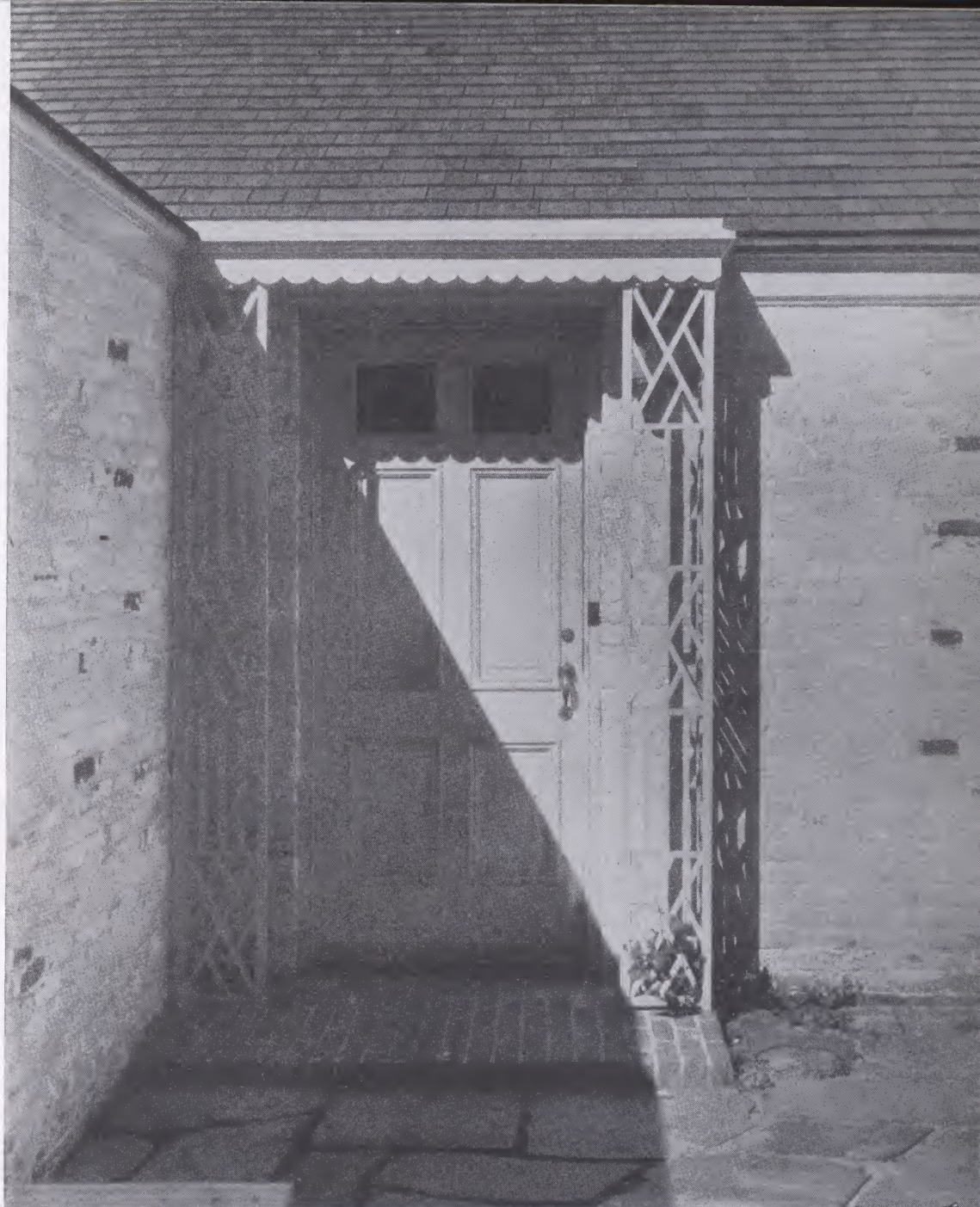
ONE-LEVEL HOUSE CURVED CEILING

IN GREENWICH, Conn., this rambling brick house, designed by Architect Harrison Gill, establishes a high for good, forward-looking yet practical design in a small house. It is all on one level with a heater room off the kitchen. The living room is admirably laid out, with three exposures, and is finished in stained pine with ivory doors and trim. The curved ceiling is a striking feature.

Cost Key is 1.633—197—(1367)—(58)—21—22

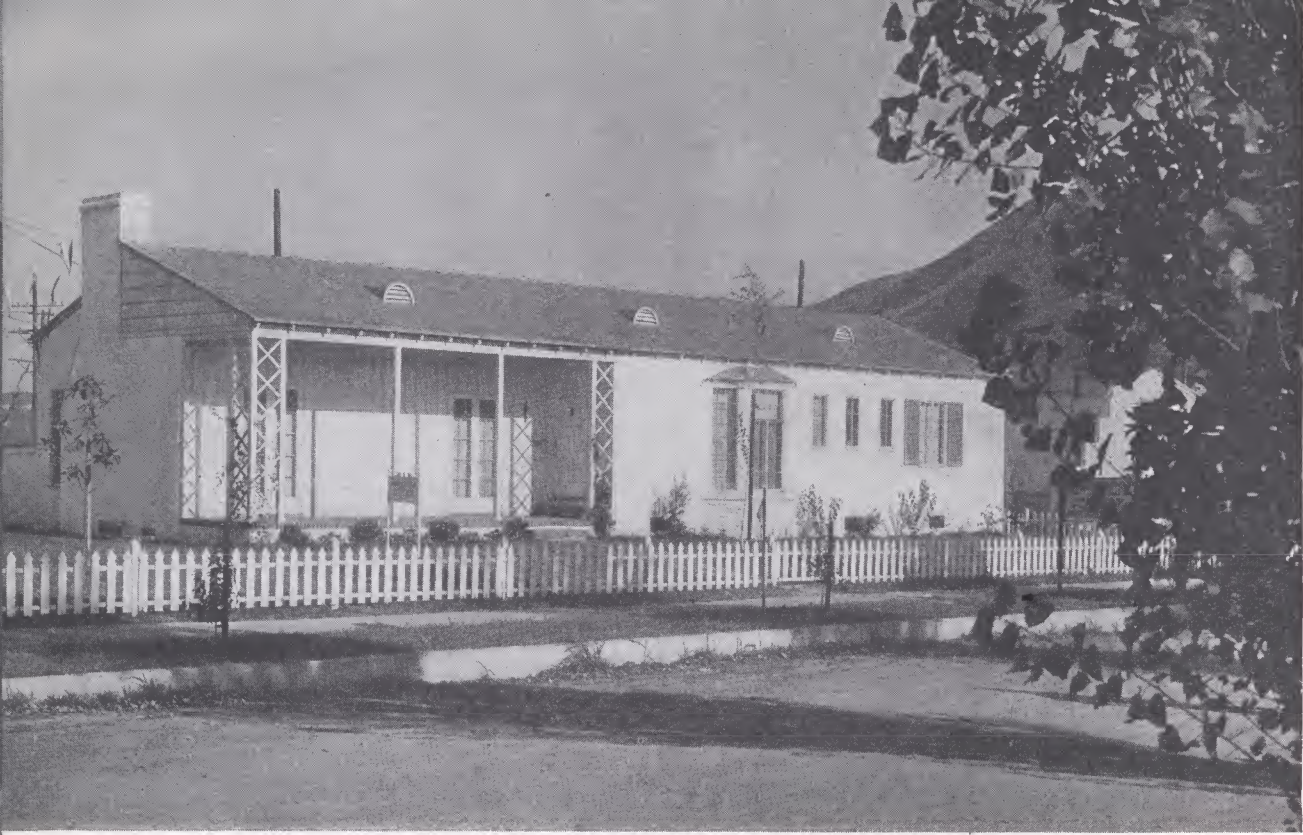


THE SIMPLE details of this entrance give life to an otherwise bare corner. Walls are of second-hand brick, painted with oil paint. Roof is of red cedar shingles. Outside trim is painted cream color.



AIR CONDITIONER OFF KITCHEN

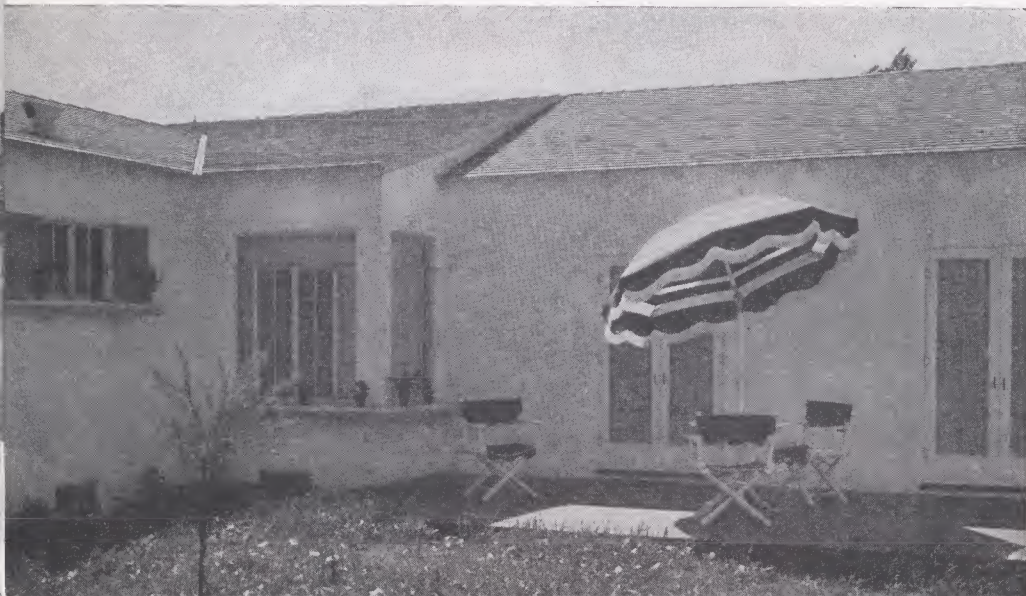
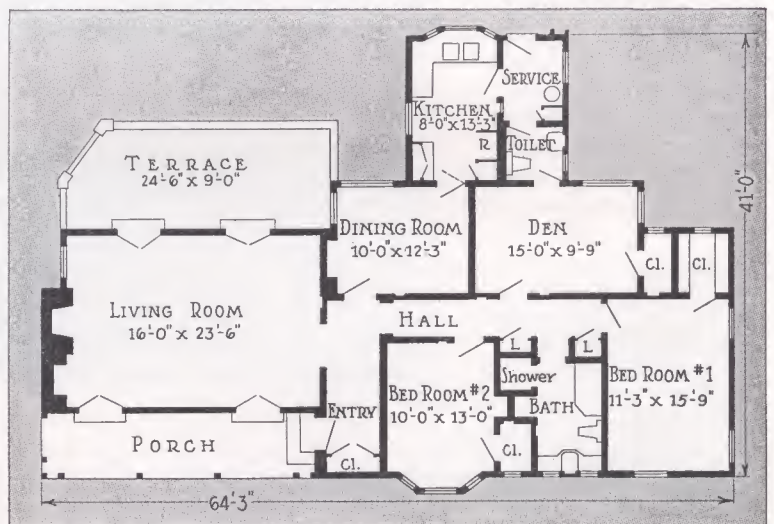
THE ROCKY soil of Connecticut makes basements expensive. This house has a winter air conditioning plant located in a small room off the kitchen and near the back entrance. Maximum economy in installation is achieved by this central location, which is also next to the living room fireplace so that one chimney only is required. Modern, attractive heating equipment makes such a furnace room entirely unobjectionable in such a location,



CALIFORNIA-MONTEREY STYLE ELECTRIC HOME

Architect Homer D. Rice, Los Angeles, Designer and Builder

THIS six-room all-electric home with detached two-car garage is constructed to comply with FHA 20-year loan requirements. For several months prior to the owners' occupancy it served as a demonstration home, being completely furnished and electrically equipped. In architecture it represents a combination of early California or California-Monterey with modern touches in exterior and interior to make the house adaptable for furnishings of modern type.



LEFT: Rear view of house showing brick terrace off living room with access through double French doors. The corner window is in the dining room.

CONSTRUCTION FEATURES

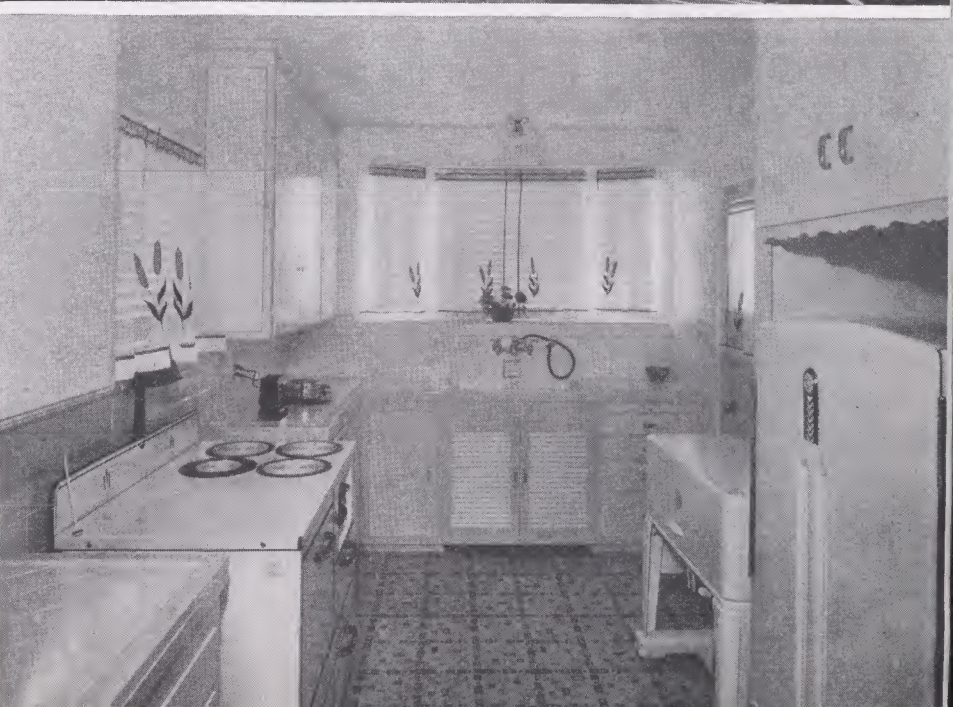
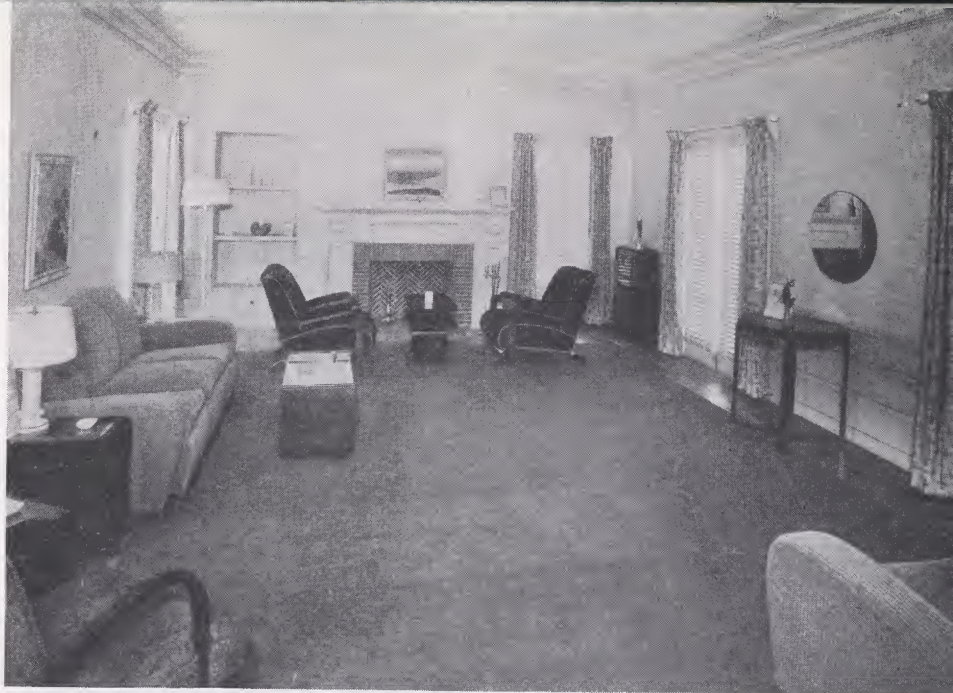
WOOD frame, of grademarked lumber. White portland cement stucco exterior and continuous concrete footings under interior as well as exterior walls. Vertical redwood sheathing around front porch with wooden posts and lattice work detail. Front porch and rear terrace are of red concrete with red brick edging and brick steps. Around the grounds is a low redwood picket fence painted white. The roof is of clear cedar shingles also painted white with 40 gallons of white lead being sprayed on to reduce summer temperature and reflect the rays of the sun, and insulated with Silvercote, a reflective type of insulation as a protection against the heat. The interior is of stucco and plaster finish applied over griplath plaster board. Floors throughout are of oak, planked and pegged. A parquet floor in the dining room eliminates the use of a rug. Ariston steel sash is used throughout with through-screen crank operators and automatic locking device. All windows have weatherstripping and flat metal frame screens with copper bronze mesh. Door hardware is of the Schlage button type.

AMPLE closet space is provided for every room, an interesting built-in feature being a wardrobe guest closet with sliding doors off the entry hall. Closets are cedar lined and equipped with Dura steel flush type shoe racks.

Bathroom tilework and wainscoting are in colors derived from the two bedrooms, dusty pink and powder blue. Hall-mac chromium bathroom accessories are used (towel bars, soap dishes, etc.). The shower has a Modern Metal Arts glass door with chrome frame. Colored Standard plumbing fixtures with brass fittings in an octagon design and a recessed type of pullman lavatory built into a combined dressing table and vanity. There is an all-metal medicine cabinet with plate glass mirror.

Each room with exception of bathroom and kitchen is provided with an individual wall type Thermador electric heating unit of the fan type arranged for circulation of warm or cold air. All wall radiators are finished to match the color scheme of the individual room.

RIGHT, top to bottom: Large living room has cornice detail and 30-inch dado of Douglas fir; fireplace has herringbone lined firebox of shingle brick. The den can serve as a combination library, studio, or extra bedroom. Kitchen is equipped with tile top cupboards, inlaid linoleum and a built-in Roberts ant-proof revolving cooler.





THE fine planning and detailing of this trim Colonial home built in Park Ridge, Ill., are outstanding factors in presenting it as the June House of the Month. Cornice, bay and recessed front entrance are very well designed and add to the exterior charm. Although this house does not appear large from the front elevation, the plans show generous sized rooms throughout. The library is attractively finished in knotty pine and has convenient built-in bookshelves; covered porch overlooking the rear garden for outdoor living has access from living and dining rooms. Ample closet space is provided.

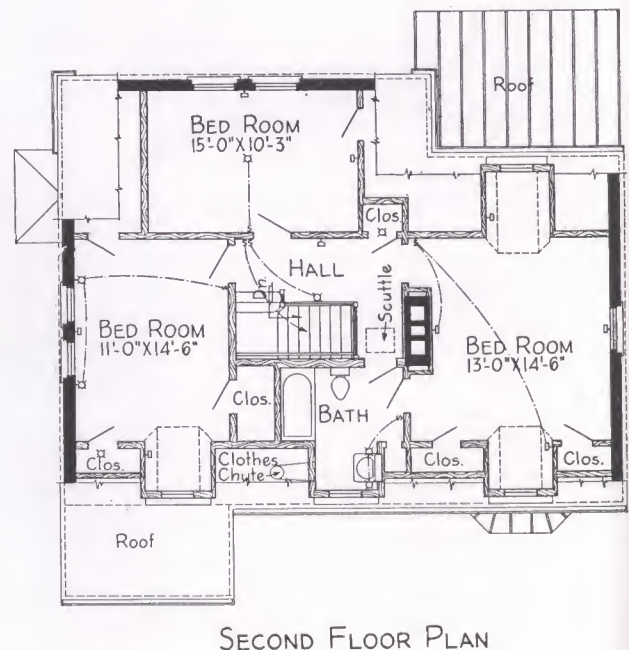
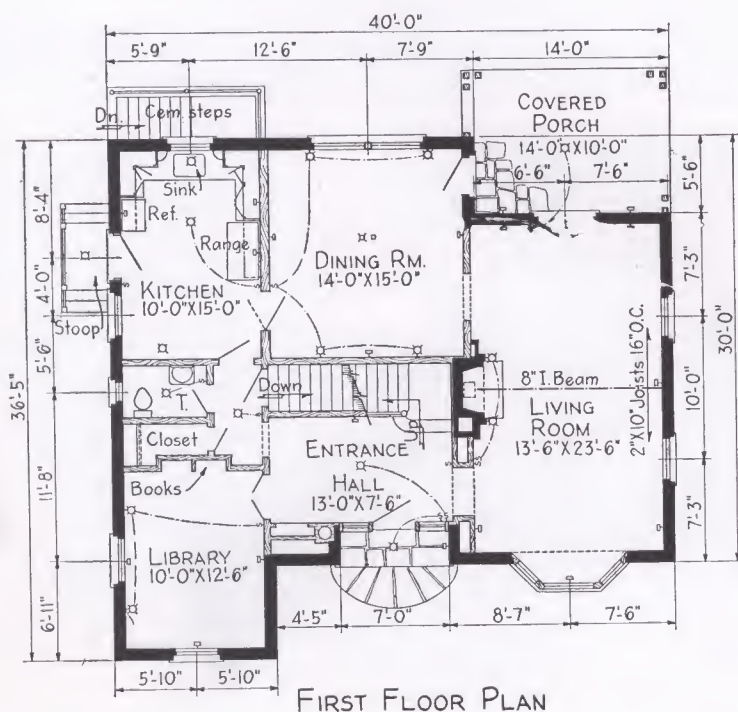
TRIM COLONIAL

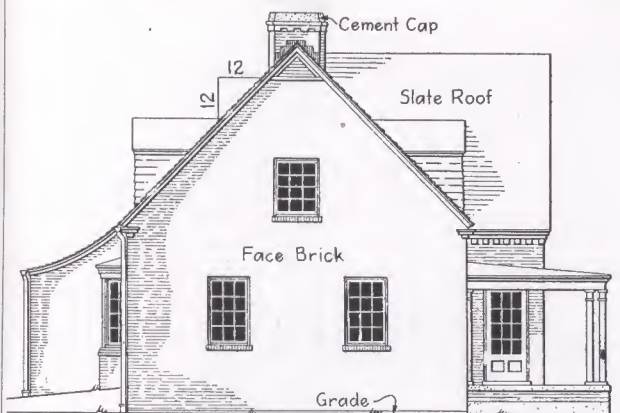
William H. Rix & Co., Chicago, Builder.

Robert D. Heth, Architect.

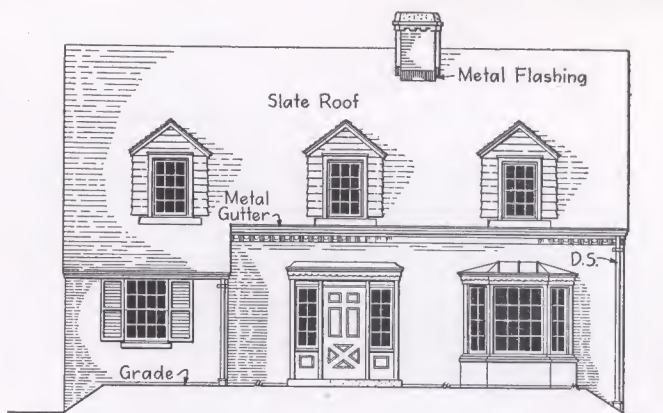
Details and Specifications on next two pages

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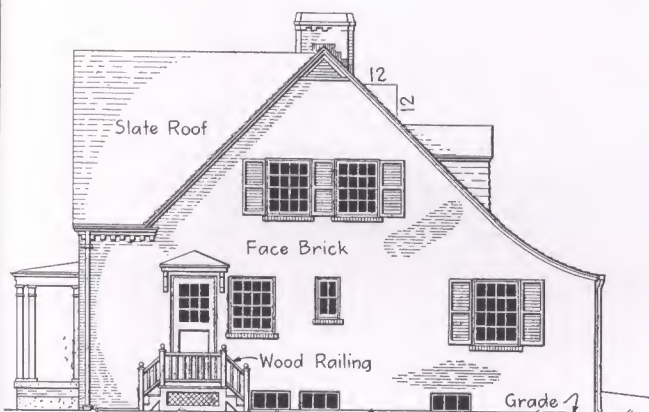




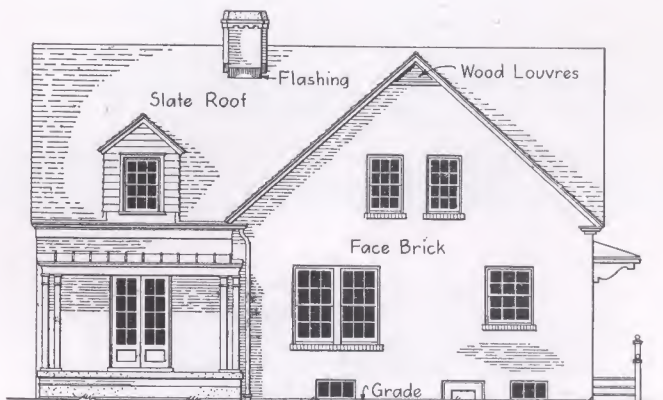
SOUTH ELEVATION



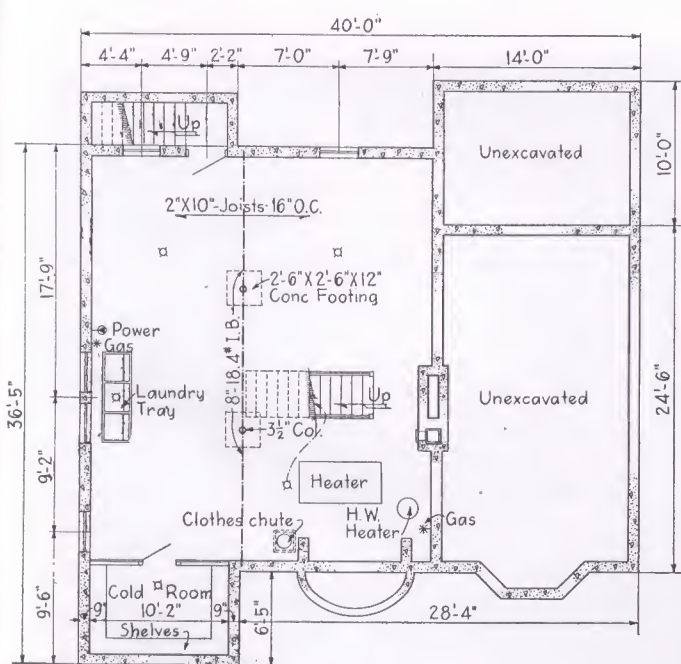
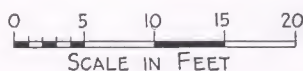
WEST ELEVATION



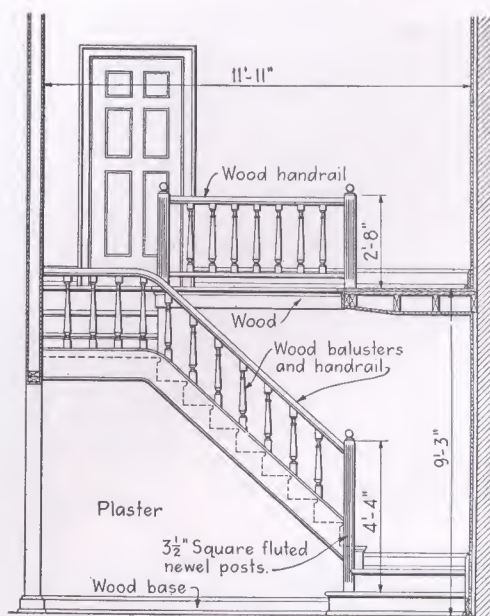
NORTH ELEVATION



EAST ELEVATION



BASEMENT PLAN



ELEVATION OF STAIRS

OUTLINE SPECIFICATIONS

For Colonial Residence Built at Park Ridge,
Illinois. (See pages 112-113)

William H. Rix & Co., Chicago, Builders.
Robert D. Heth, Architect.

FOOTINGS AND FOUNDATION WALLS—Foundation walls 13" poured concrete; footings 20" x 8". Exposed concrete work given one good brush coat white waterproof cement. Outside foundation walls dampproofed with heavy coat of pitch and tar mopped on hot.

EXTERIOR WALLS—Solid brick, colonial pressed brick facing, laid in strong cement mortar.

CHIMNEY AND FIREPLACE—Hardburned common brick, terra cotta flue lining, cement chimney cap. Colonial design mantle frame with black and gold marble facing.

FRAMING LUMBER—Sills, studs, posts, joists, and rafters all No. 1 fir, or No. 1 longleaf yellow pine.

SUB-FLOORING—No. 2 yellow pine 1 x 6 D & M.

SHEATHING—Sidewalls of dormers No. 2 yellow pine 1 x 6 D & M—and white Creo-Dipt cedar shingles. Roof boards No. 2 yellow pine 1 x 6 square edge.

OUTSIDE WOODWORK—Clear, well seasoned redwood or Ponderosa white pine. Ceilings of porches $\frac{7}{8}$ " Knotty Pine T and G.

ROOFING—Flintkote asphalt "Seal Tab" blue black slate shingles underlaid with 30 lb. saturated tarred felt.

SHEET METAL—No. 26 gauge Toncan rust resisting galvanized steel.

FINISHED FLOOR—Except in kitchen and toilet room $13/16$ " x $2\frac{1}{4}$ " clear red oak, other floors 1" x 4" T & G clear fir flooring covered with Armstrong's inlaid linoleum and felt base.

INTERIOR TRIM—Specially designed and mitred trim of birch assembled at mill. $1\frac{3}{4}$ " doors. Mill made kitchen cases with overlapping style doors. Linoleum covered working tops with metal edging. T & G Knotty Pine walls in Den.

INSULATION—Ceiling area of second floor covered with six inches of U. S. Gypsum "Red Top" Mineral Wool. Balance of outside walls lined with $\frac{1}{2}$ -inch "Balsam Wool" and plastered on $\frac{1}{2}$ -inch insulating lath.

WEATHERSTRIPPING—Interlocking metal strips on all doors and windows.

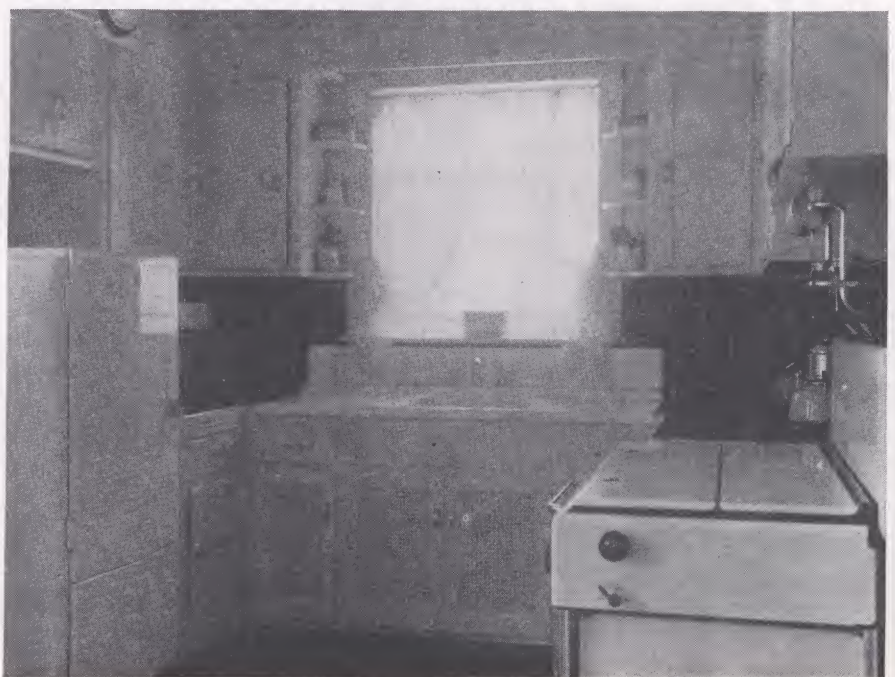
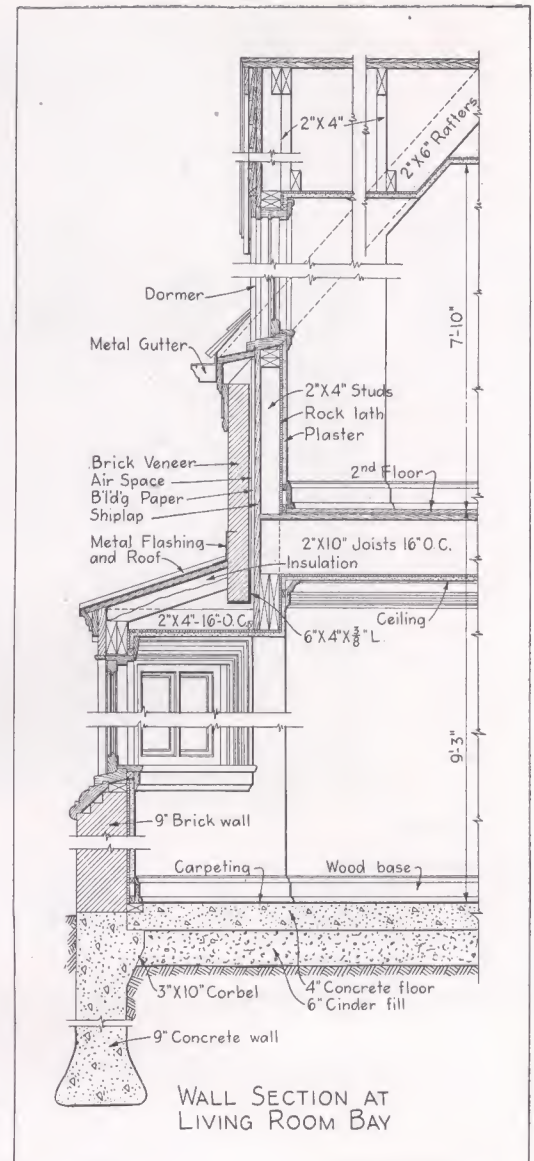
LATH AND PLASTER—U. S. Gypsum Rocklath. Three coat work. Bathroom lathed with 3.4 lb. coated metal lath. Suspended clips in Living Room ceiling.

TILE WORK—Tile floor and base in bath with tile wainscot 4' high in bath and 6' high around tub.

HEATING—Bell & Gossett Company's triple duty "Monoflo" hot water heating system, which also furnishes domestic hot water with the same burner unit, using No. 11 American Radiator Company Oil Burning Boiler, and recessed type radiation, together with Weil McLain Radiant cabinet type.

PLUMBING—Kohler fixtures in kitchen, toilet and bath.

VIEW of convenient U-plan kitchen; placing of all equipment for maximum efficiency with refrigerator at rear door and stove next to dining room.

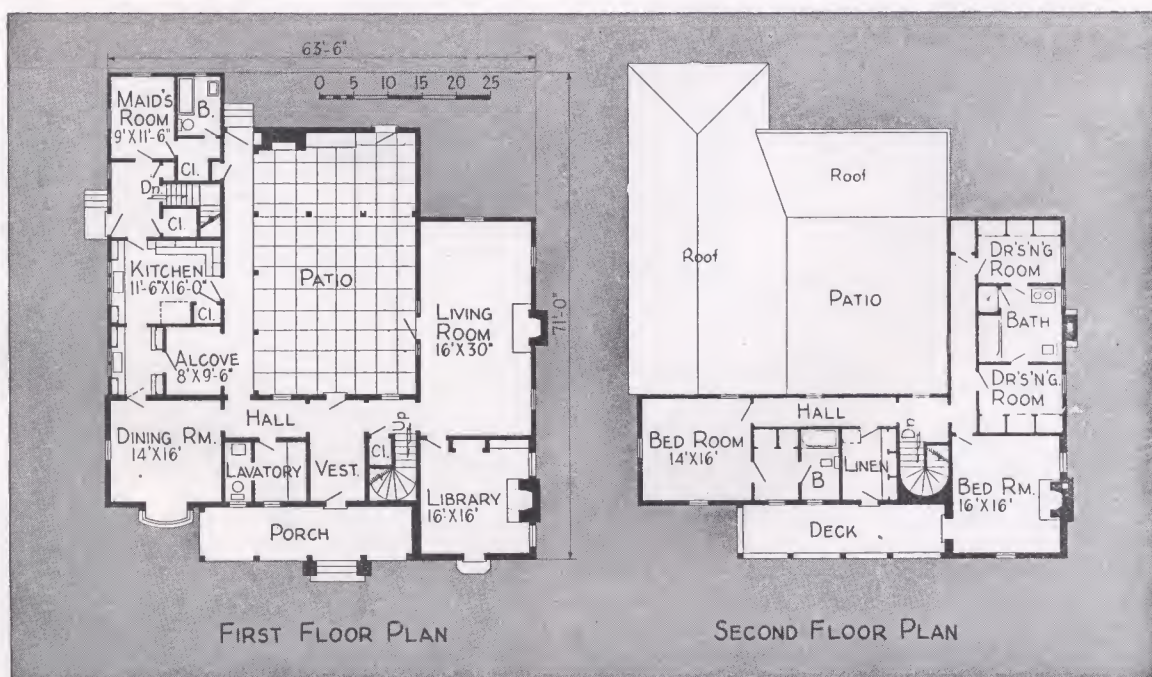




THE EVER-CHARMING MONTEREY TYPE

Gordon B. Kaufman,
Architect

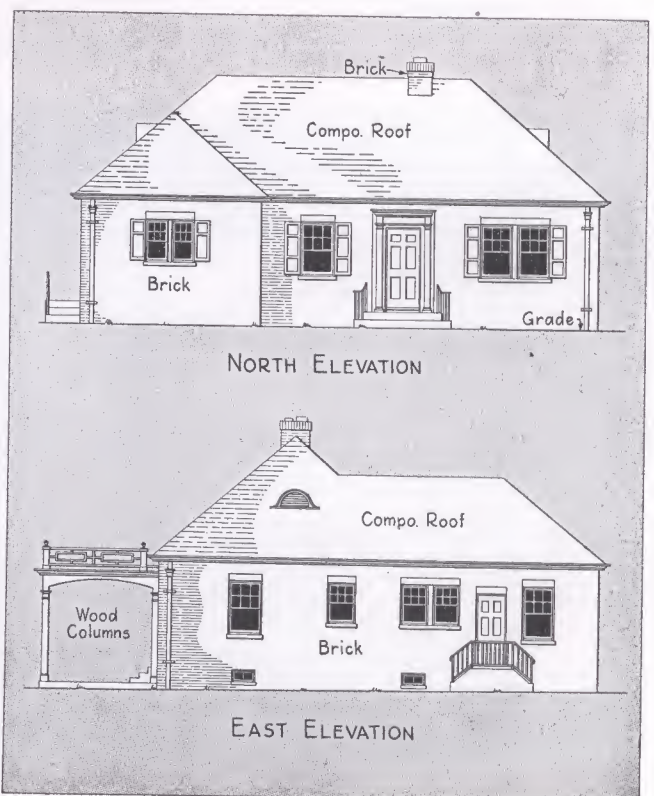
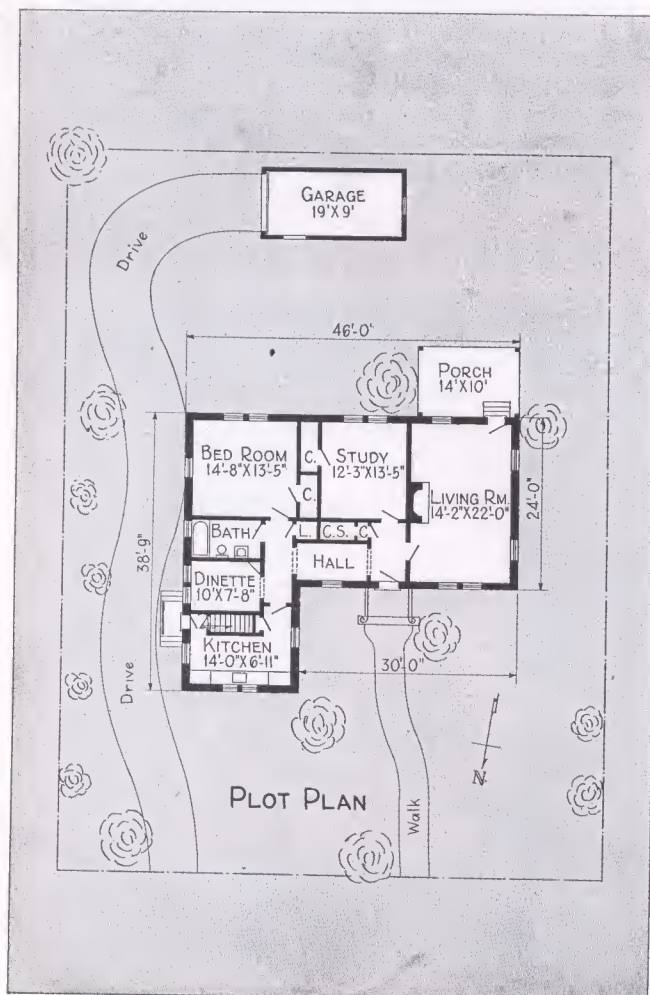
HOUSE at Holmby Hills, California. Gordon B. Kaufman, architect. Front elevation is Graystone concrete tile, finished with portland cement paint. Sides and rear elevation, portland cement stucco. The interior arrangement is extremely interesting, with all rooms grouped around a walled patio.





THIS STATEN ISLAND home was built among lovely trees without damaging or disturbing them.

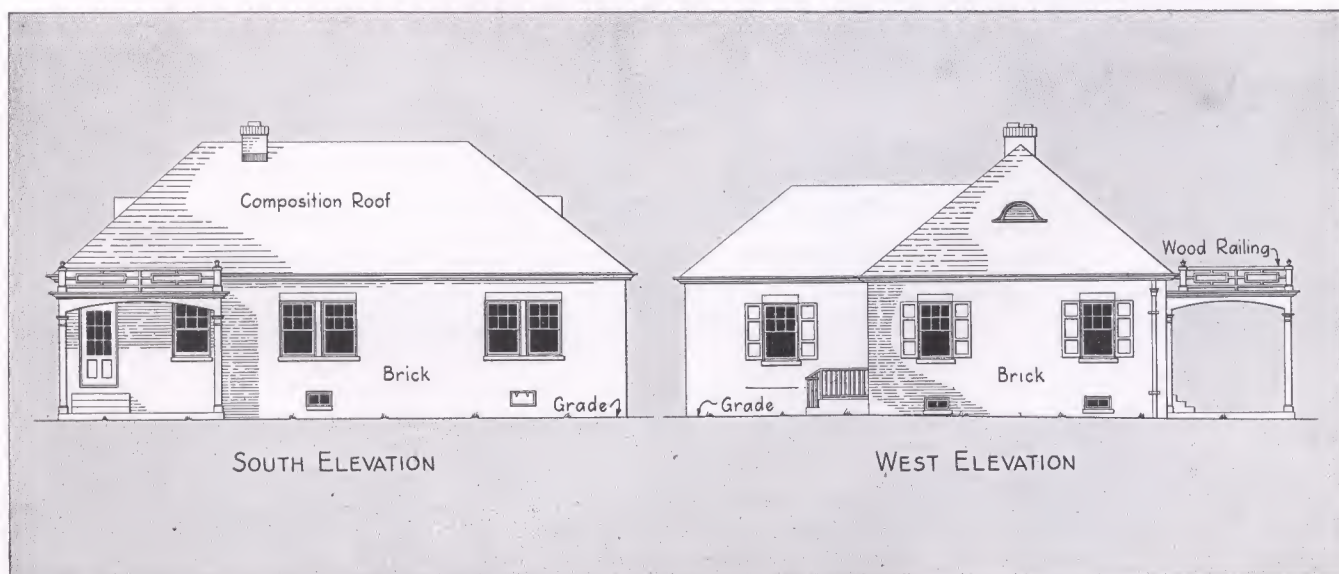
Cost Key is 1.493—169
—1340—159—16—20



BRICK HOUSE BUILT FOR TWO

ONLY two people were to live in this house, so particular attention was paid to get large rooms with plenty of sunny southern exposure. The bedroom and study are placed at the rear away from the noisy street.

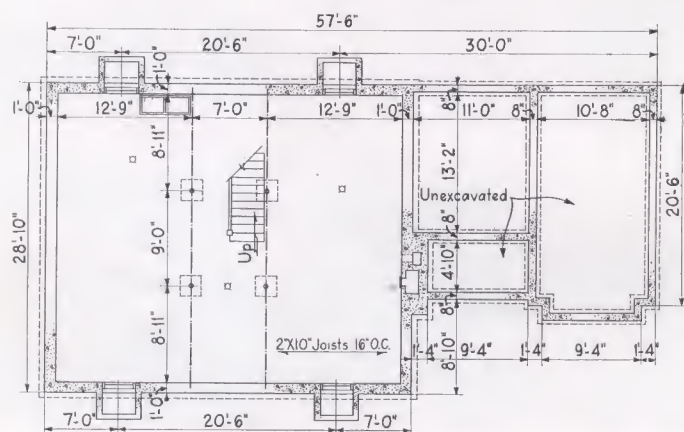
TO provide for future expansion the reception hall is arranged so that future stairs may be built to the attic, where there is space for several rooms. Stair space would be provided by eliminating the cedar closet and coat closet now shown on the plan. The architect and owner is Stephen W. Molokie, and the contractor Stanley Kaczenowsky.



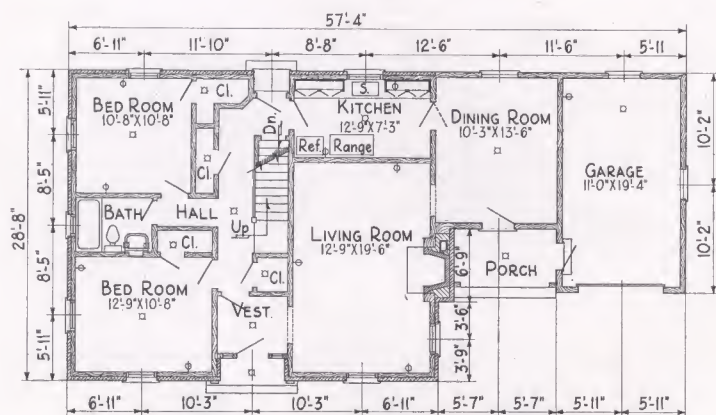


UTICA, N. Y., DEMONSTRATION HOME

James S. Benton,
Builder; H. B. Preston,
Architect; Charles C.
Kellogg & Sons Co.,
Lumber, Millwork
and Air Conditioning



BASEMENT PLAN



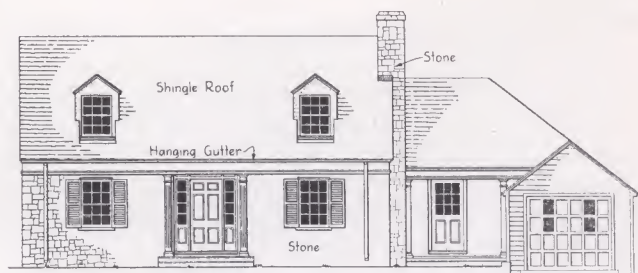
FIRST FLOOR PLAN

Cost Key is 2.034—172—984—43—22—21

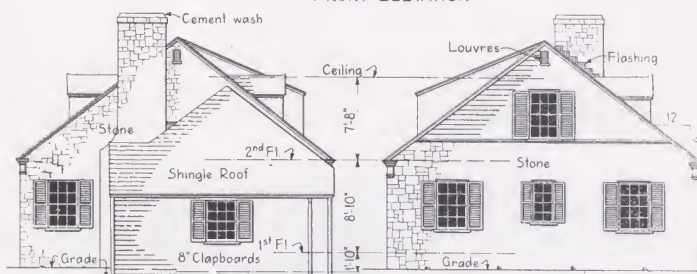
Logical Plan

THIS "New American" Model Home was opened late in September in Utica, N. Y. James S. Benton, builder, and the Kellogg Lumber Company co-operated with the General Electric Company in making it an unusually attractive and well-equipped structure. The exterior combines natural stone and wide siding in an effective way. The garage wing at right is handled very well and adds length to the house.

FLOOR plan of the Utica Model Home has the advantage of having two bedrooms and a bath downstairs, separated from the living room by a center hall. With this arrangement it would be possible to leave the two upstairs bedrooms and bath unfinished until a later time where the home owner is anxious to keep the first cost down.



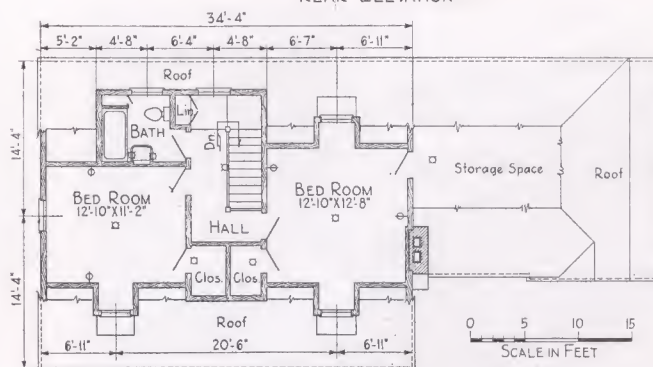
FRONT ELEVATION



SIDE ELEVATIONS



REAR ELEVATION



SECOND FLOOR PLAN

BUILDER James S. Benton has produced a well-built substantial house with a logical floor plan in this Utica Model Home. It divides into three sections: the first consisting of kitchen, dining room, garage and service entrance; the second, the living quarters; the third, the sleeping quarters which are separated from the rest of the house by a single stairway. This can be reached from front or back without entering living room.

CONSTRUCTION details include 12-inch poured concrete foundation, with steel beams and lally columns supporting 2 x 12's on 16-inch centers. House is insulated with Zonolite, fill-type insulation. It has a General Electric kitchen and warm air conditioner, Standard plumbing fixtures, washable wallpaper by New York Wallpaper Company, DuPont Tontine window shades, Lowe paint, Light-olier electric fixtures, stone veneer exterior, weatherstripped doors and windows throughout.



6 ROOM COLONIAL BY MODEL HOME BUILDERS

(Floor Plans on Opposite Page)

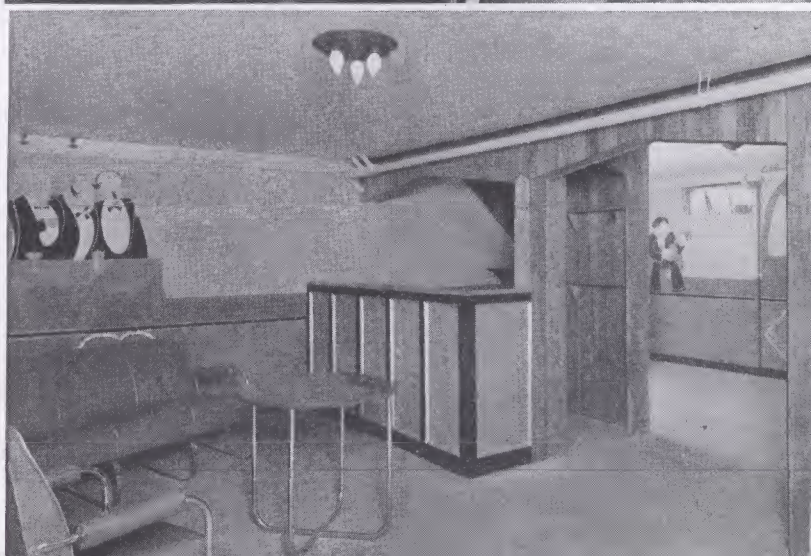
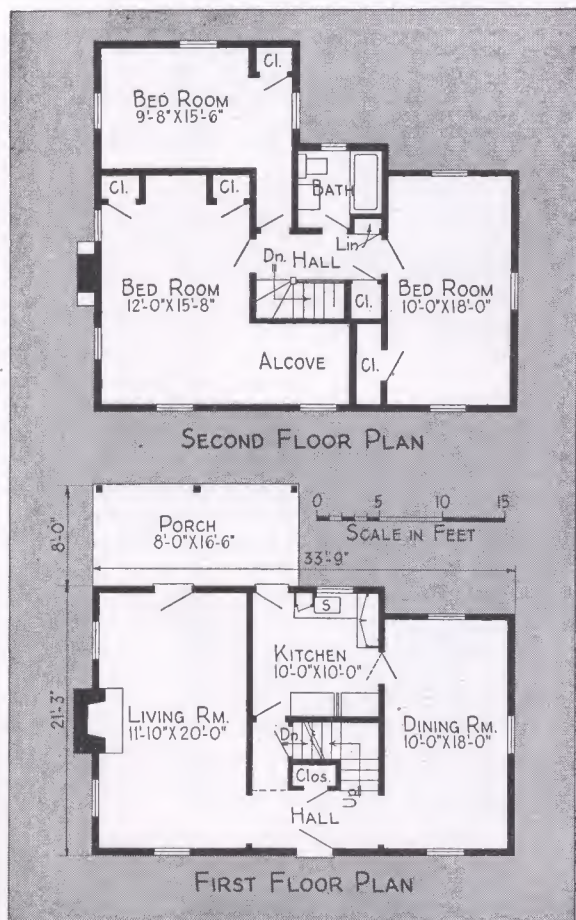
THE wide Colonial windows and simple trim, well proportioned chimney, 24" cedar shingles on exterior laid 11" to the weather are features of this and other small homes built by Model Home Builders, Inc., Ridgewood, N. J. Because all of the houses in the community are of the same general style a pleasingly harmonious neighborhood is established.

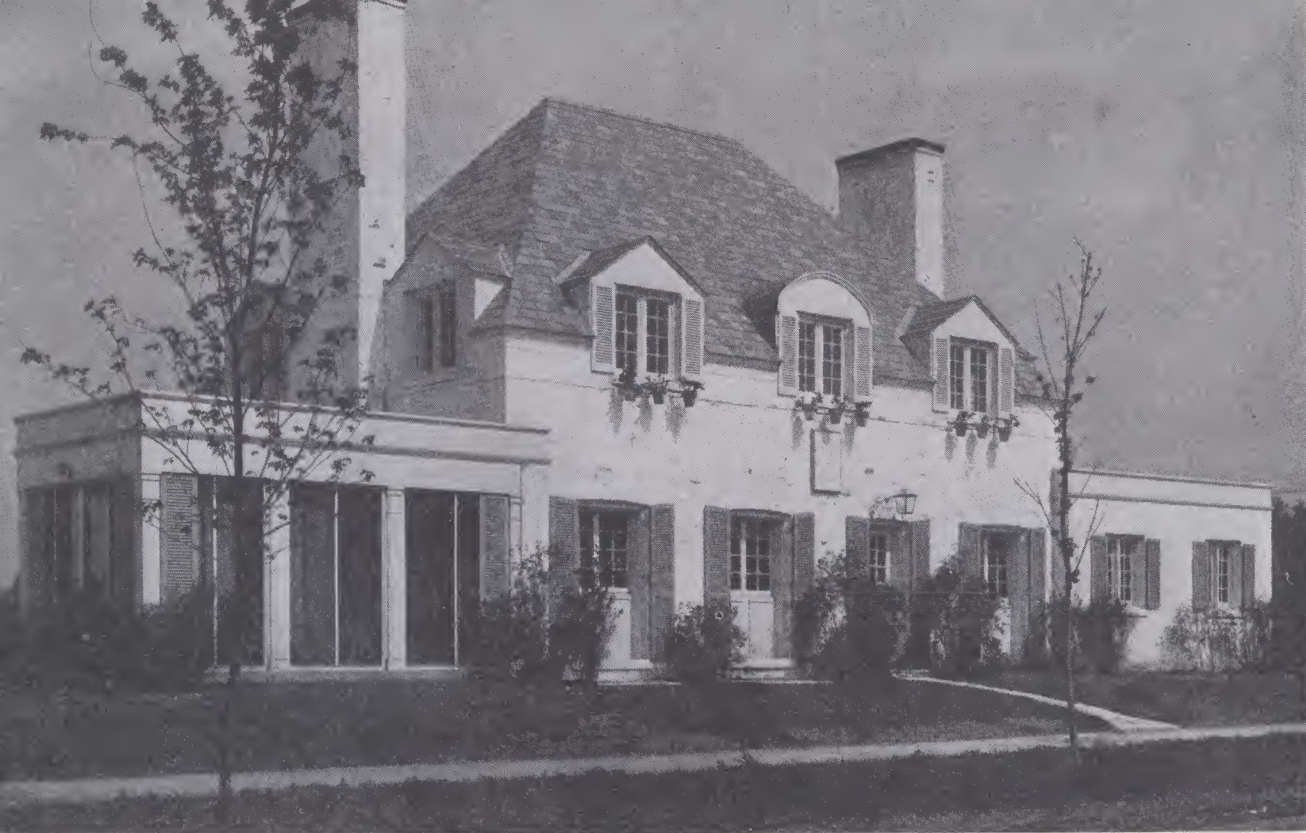


THE small Colonial at left has a somewhat different floor plan from the one above and on the opposite page, but again illustrates the fashion in which Model Home Builders, Inc., have produced simple, attractive Colonial designs that have proved extremely popular. Houses are equipped with oil burners and steam radiator systems. The house is delivered fully graded, seeded and with a few shrubs planted. A one-car garage is included in the sales price.



THIS popular six-room Colonial has an unusually attractive exterior and a good floor plan. The bedroom, below, is papered with colorful design. The basement room has a built-in bar of pecky cypress and decorated walls. Cost Key is 1.570-126-694-30-23-13.





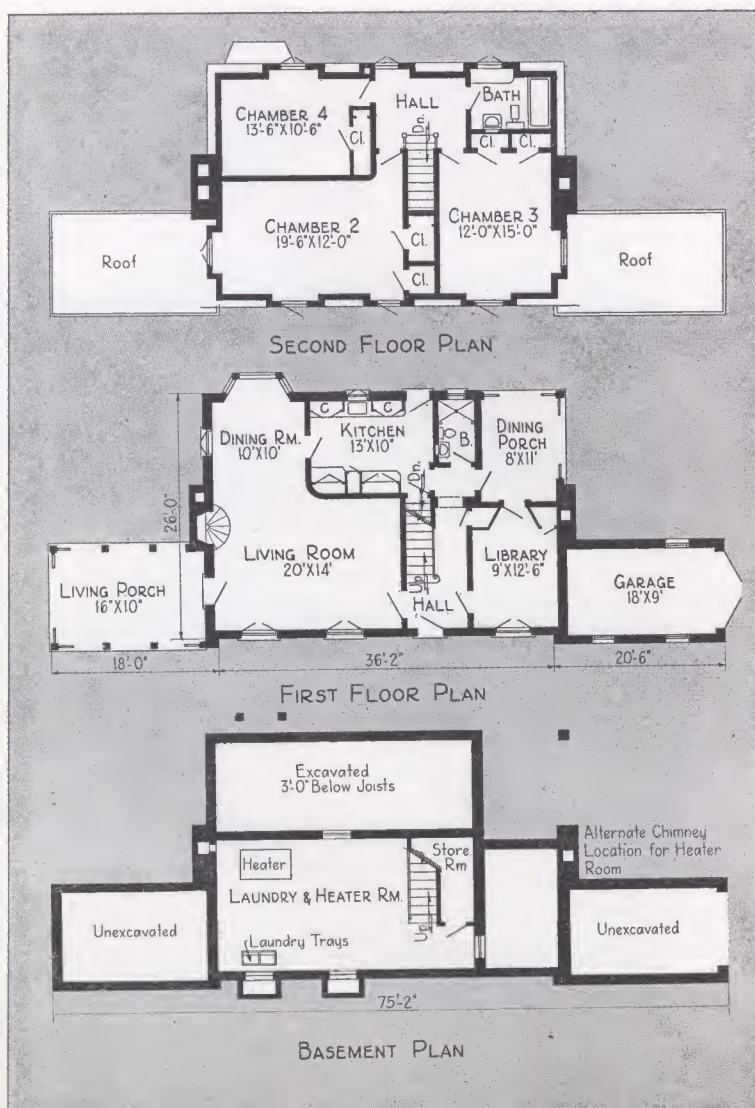
LARGE APPEARANCE AT MEDIUM PRICE

Campbell Realty Co., Beverly Hills, Chicago, Builder
Jerome Robert Cerny, Inc., Lake Forest, Ill., Architect

TRADITIONAL French Provincial exterior design and modern interior arrangement are combined in this house which is one of the first units in the construction program planned by Campbell Realty Company for the Beverly Hills section of Chicago. The architect, J. R. Cerny, has created an appearance of large size, the front being 75 feet wide, and distinctive character so that while in the medium price field, the design is in keeping with the neighborhood. Exterior detailing is particularly well handled.

Interior layout gives a spaciousness to the rooms but is also most efficient. The large combination living-dining room has an interesting bay treatment at one end and a living porch at the side; a screened dining porch for summer use is handy to kitchen and can be reached through the small service hall or library and guest room. The second floor contains three bedrooms, bath and ample closet space; the hall is well lighted and not too small.

Custom-built features include colored slate roof, Celotex and rock wool insulation, Lightolier fixtures and Lennox oil-fired winter conditioning.





CLEAN COLONIAL

in a Washington, D. C., Suburb

Westhaven Construction Corp.

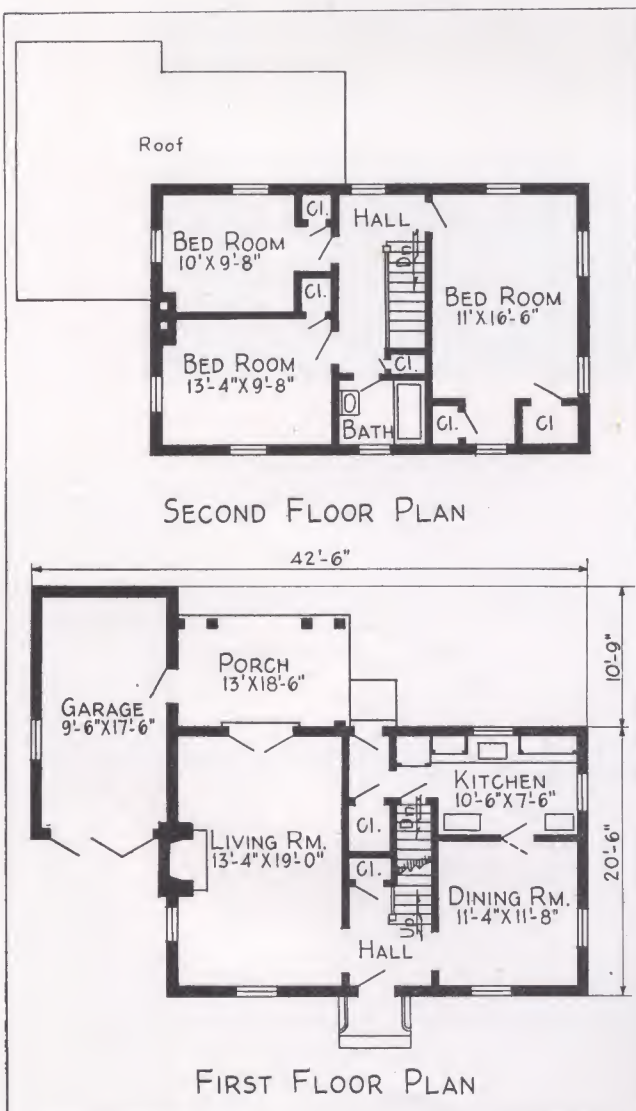
Builder

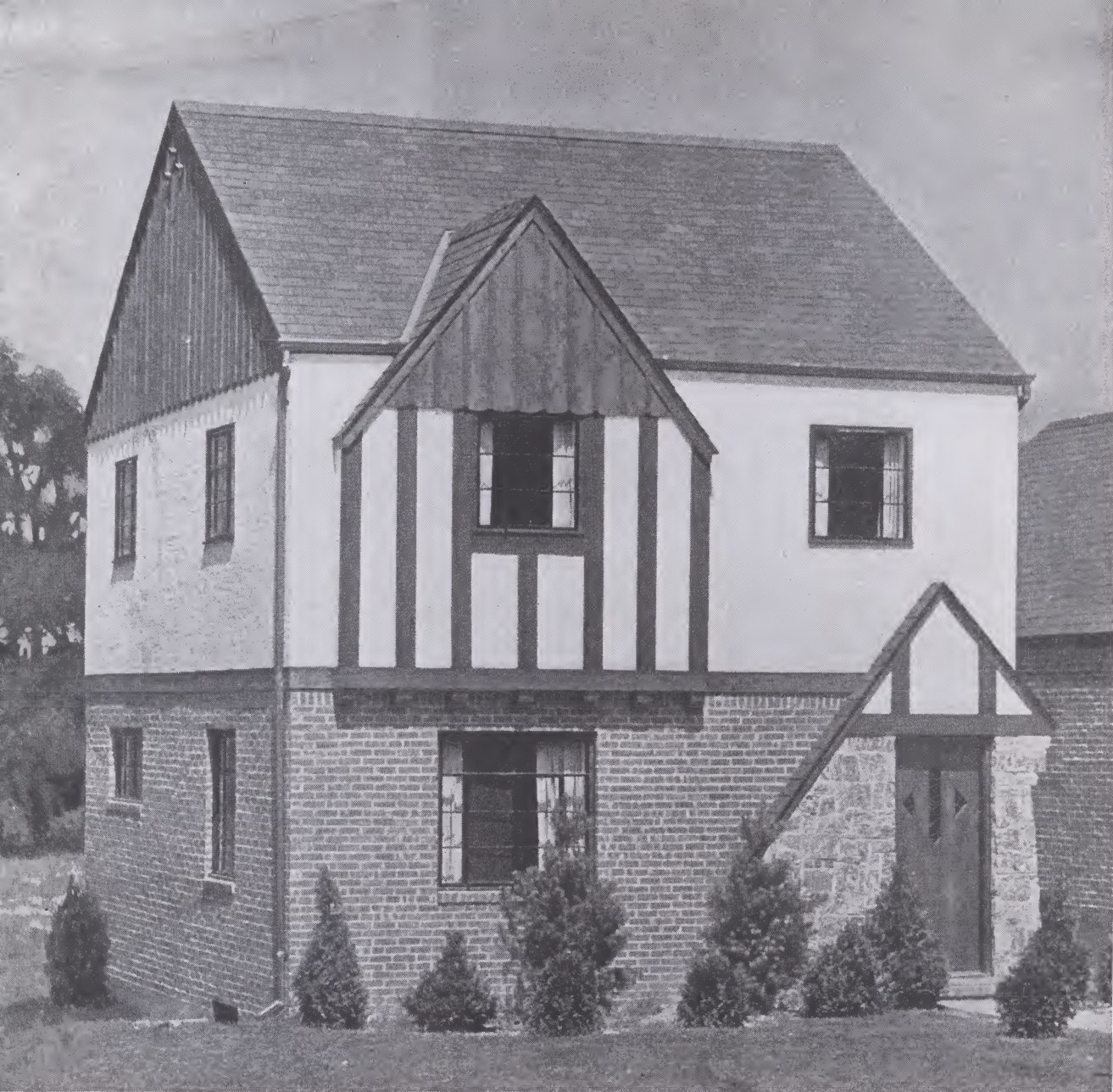
Schreier & Patterson

Architects

COST KEY is 1.563-150-680-30-23-13.

BELOW: Glimpse of living room.

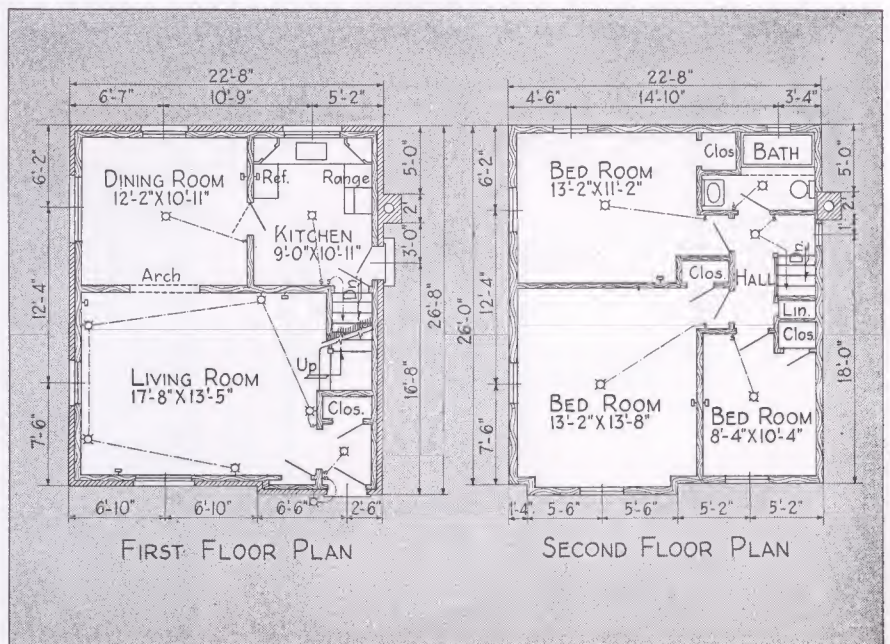




LOWEST COST FOR 6 ROOMS

COST KEY is 1.203-98-602-26-9.

OUTSIDE foundation dimensions of this house are only 22'-8" by 26 ft., and it is just about the minimum size for a 6-room house. It was designed by Architect Arthur E. Allen and opened as a model house last year by Aladdin Homes, Inc., operative builders at St. Albans, Long Island, N. Y. The very low selling price was made possible by extreme economy in use of space and in avoiding design ideas that increase costs.



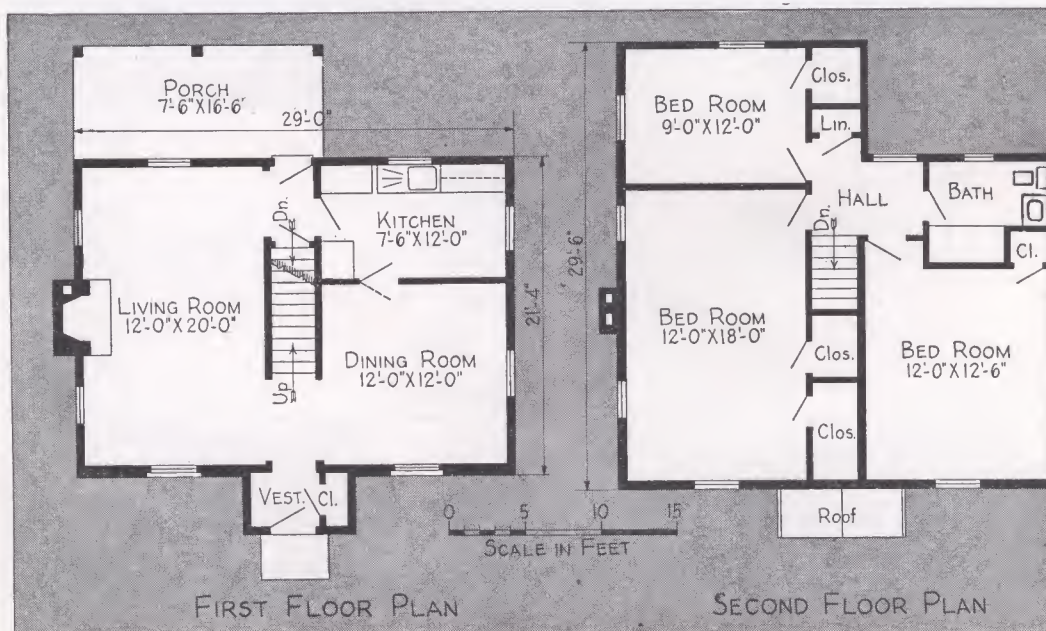


EXTRA BEDROOM PLACED OVER PORCH AT REAR

George Nordham, Architect

Waldwick, N. J.

THIS is one of the most popular of the Colonial Gardens homes built by Elmer Blomkvist and his associates. The floor plan below is widely used and is interesting because of the fashion in which an extra bedroom has been provided over the open porch at rear. This plan is economical and very practical.



COST KEY is 1.488-127-
641-29-24-12.

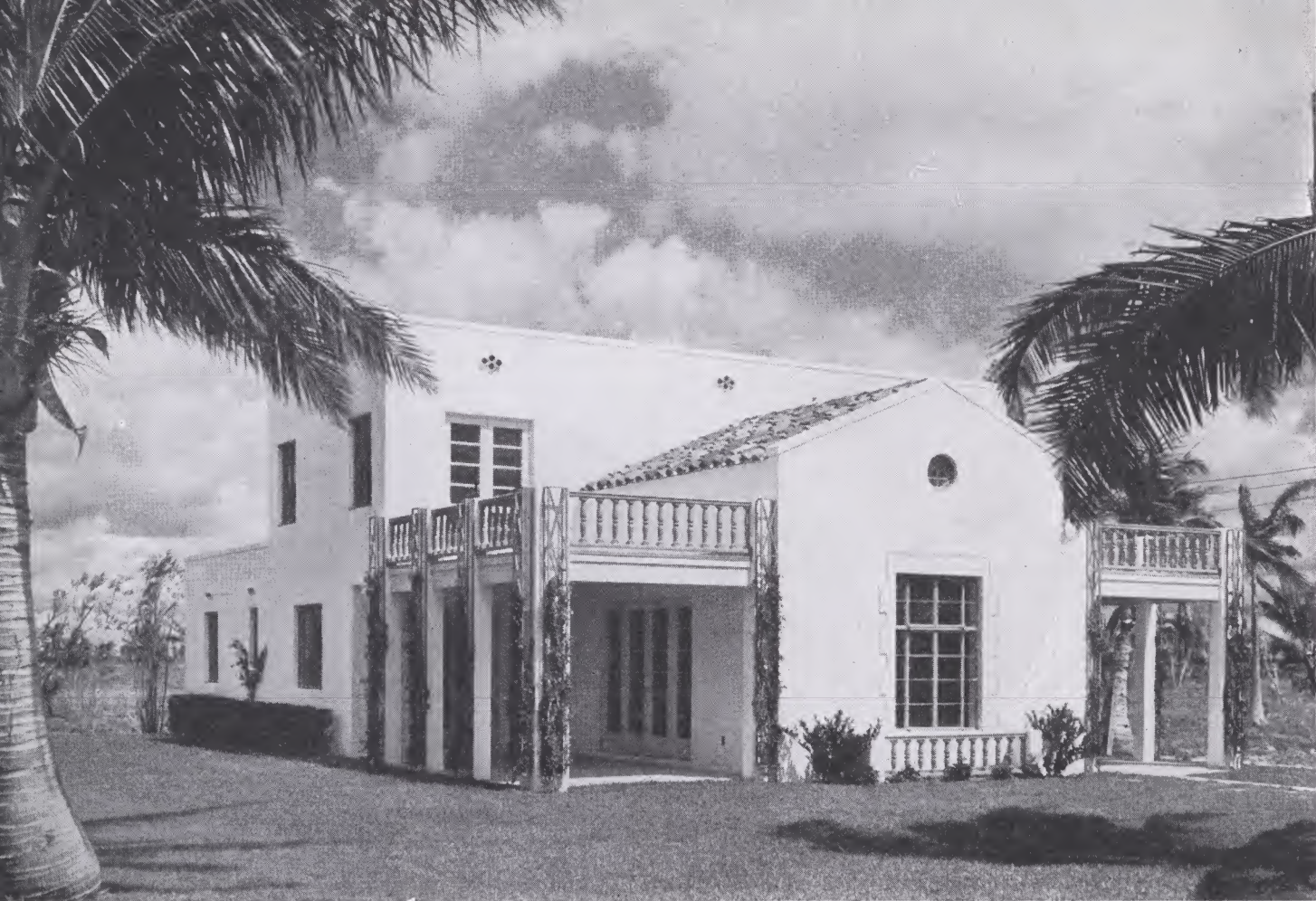
ROOMS are large, well lighted, well arranged, and the plan is economical in cost. Bedrooms upstairs are large with ample closet space, plenty of windows.



Paist & Steward, Architects; Photo by Gottscho

CHAPTER IV—FLORIDA TROPICALS

New Architectural Styles Emerge as Florida Home Building Improves. These and Other Current Style Trends Shown in This Design Section of Selected Homes



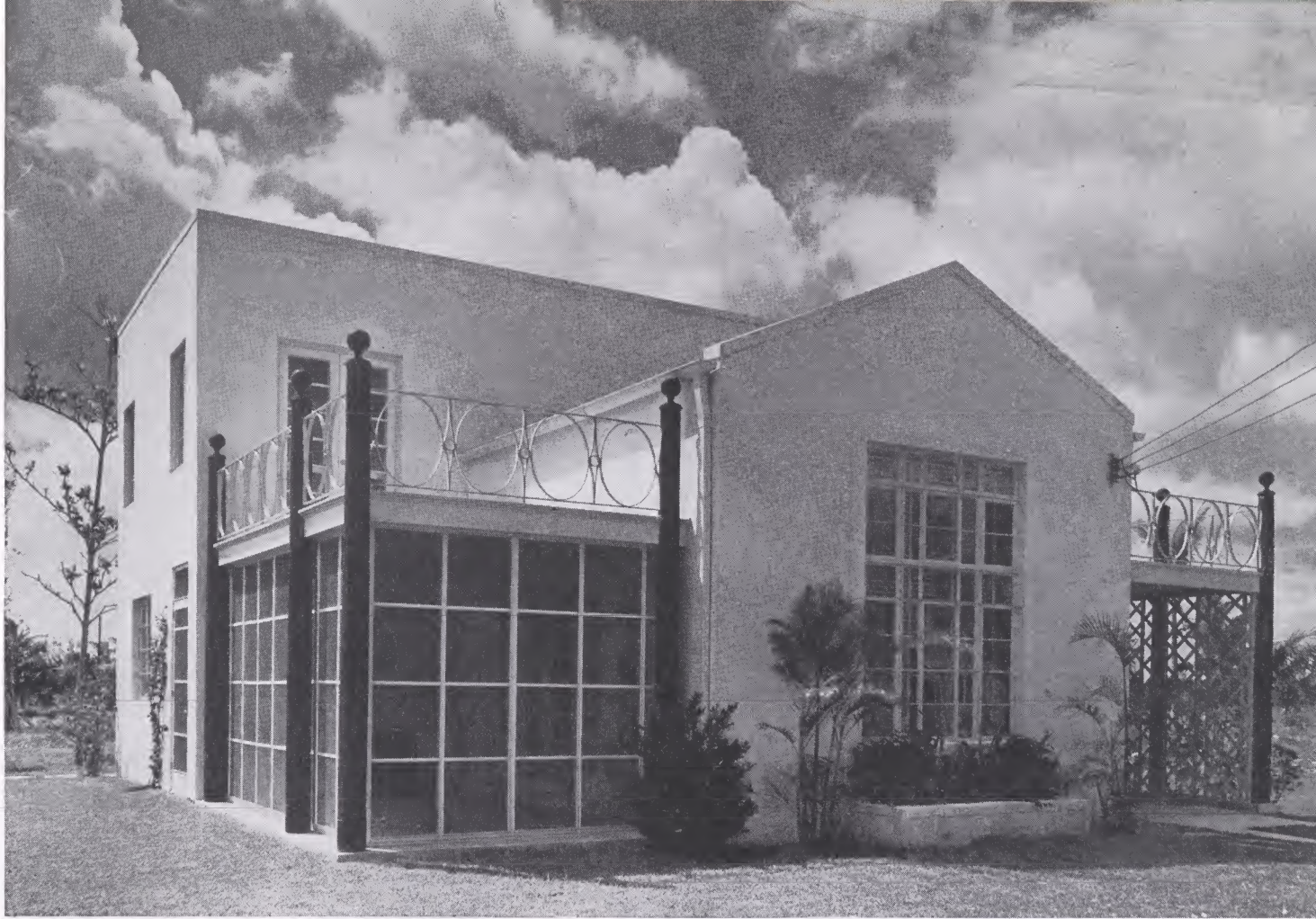
RIVIERA HOUSE

**James Burley, Architect
Seaway Corp., Builders**

THE Seaway Corporation built this interesting house in its new development at Surfside, Miami Beach, Fla. It is described as a "Riviera" type, with clean modern lines and provisions for outdoor living. The porte-cochere at right is designed to house the automobile. The floor plan is the same as the Directoire House on opposite page, except that an extra bedroom has been added.

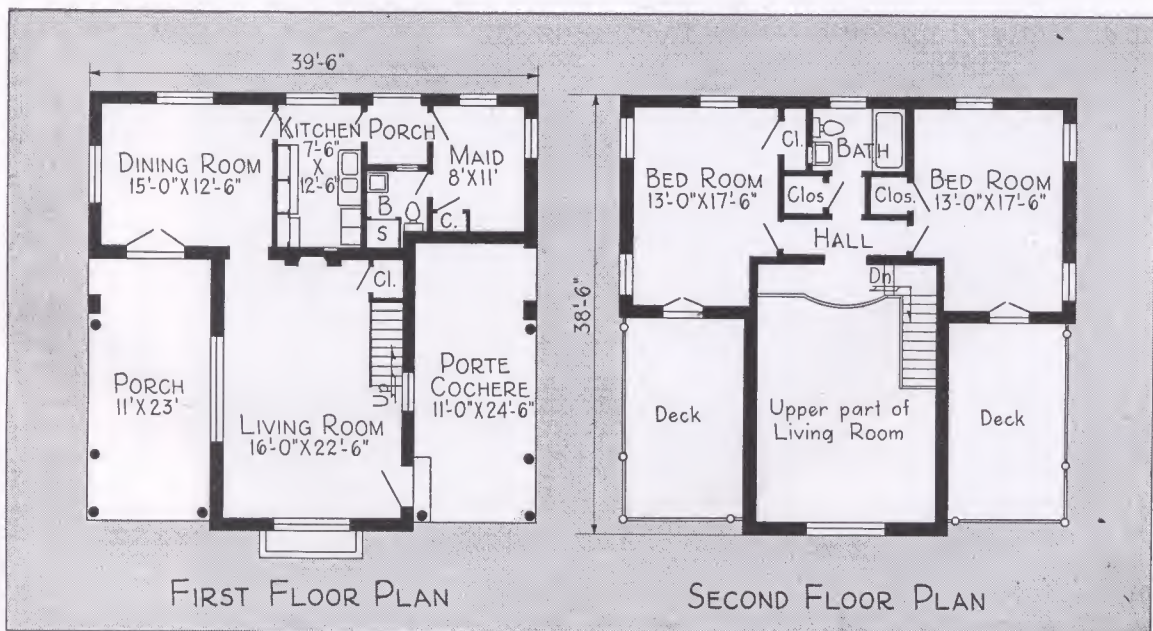


THE architecture of the little garage-and-servant-quarter structure, at left, is inspired by the planters' houses that have been built for years in Southern states. The lines are simple, well proportioned, and the open porch is most attractive. The architect is James Burley of New York City.



JAMES Burley, architect, and the Seaway Corporation have here produced a modern and attractive home that sets a new note. It is a house that is ideal for entertainment and opens up easily for garden parties and outdoor living. The lines are simple and modern and fit well into the Florida setting. The automobile is housed in the latticed porte-cochere at right. The floor plan has good circulation and unusual spaciousness for a moderate sized house.

FLORIDA DIRECTOIRE

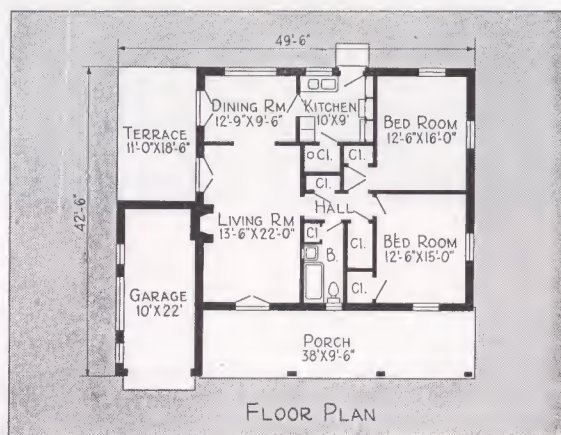




TROPICAL HOUSE

THIS Miami Beach house has a low-lying, cool, tropical look, with a wide shady porch. The grouping of kitchen, bath and closet space in the center gives maximum outside exposure to the rooms. The house was designed by James Burley and built by the Seaway Corporation.

Cost Key is 1.649-184-1287-62-18-21.



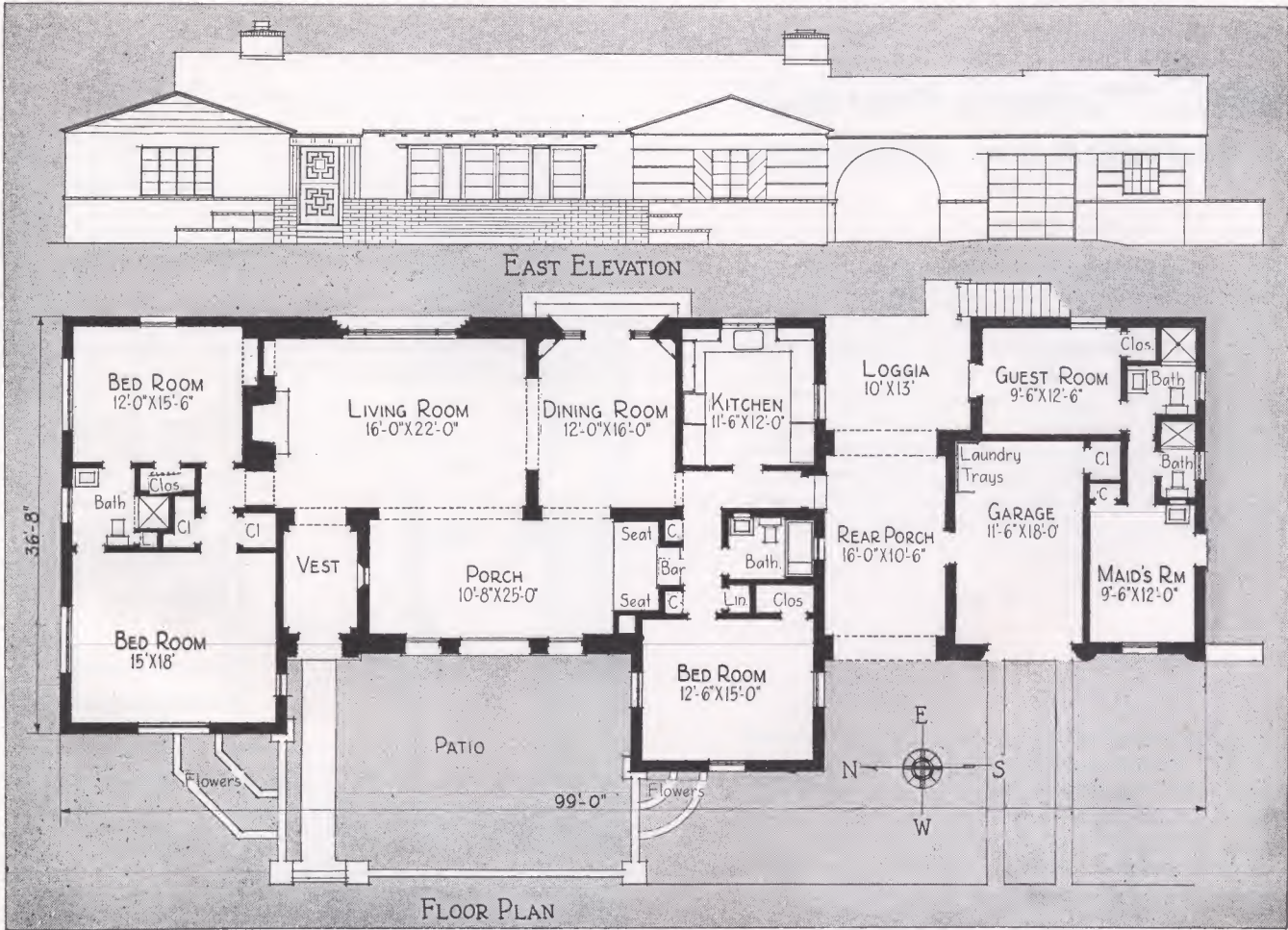
THE studio living room of this Tropical House has an air of coolness, spaciousness and comfort that is unusually fine for so small a house. The fireplace detail is handled with skill and simplicity. The arched entrance into the dining room gives added size to the room.

THIS house, like others designed by James Burley for Florida living, opens out into the outdoors in a pleasant fashion. The French doors at left lead to a terrace. The dining room has similar doors so that it is convenient for the occupants to have their meals outside.



FLORIDA SPACIOUSNESS

Geo. Batchellor, Coral Gables, Builder
 Paist & Steward, Miami, Architect





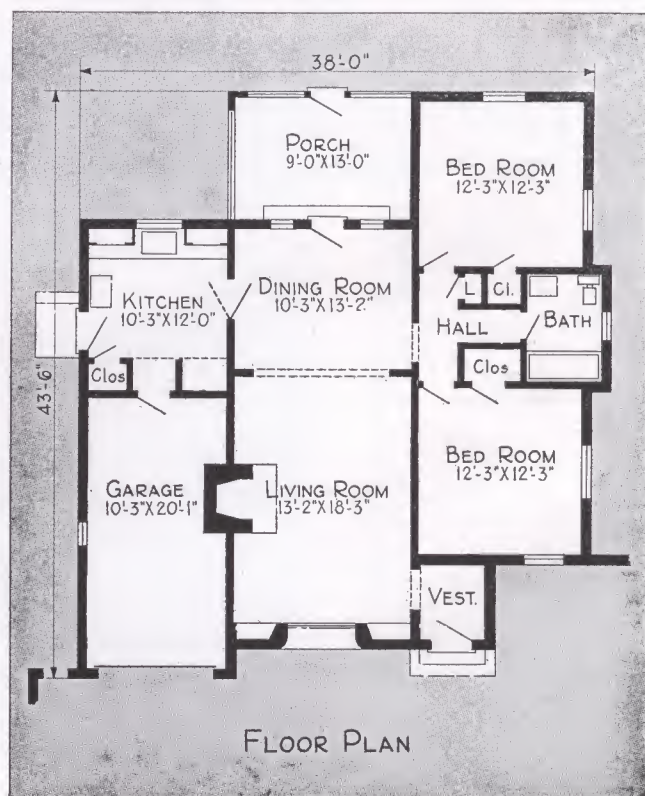
ONE OF 300 RECENT FLORIDA HOMES

**Designed and Built at Miami Beach
by the Lester F. Preu Organization**

Cost Key is 1.393—173—(1124)—(48)—18—16

WITH A RECORD of having completed 300 residences in the last two years, the Lester F. Preu organization of Miami Beach, Fla., has taken full advantage of the building revival now under way in that section of the country. Although some of the Preu built houses are of larger two-story design, most of their construction is of the popular Spanish bungalow type shown on these two pages. Practically all these homes have been built on the organization's own properties and developments. Many have been sold before completion.

The house above has five rooms, bath and attached garage. A wide archway separates the living and dining rooms; good ventilation is provided and a large screened porch faces the rear. The fireplace in the living room supplies heat when needed and a deeply recessed window is flanked with built-in bookshelves. Wall construction is concrete masonry, stuccoed on exterior; roof is of colorful tile.

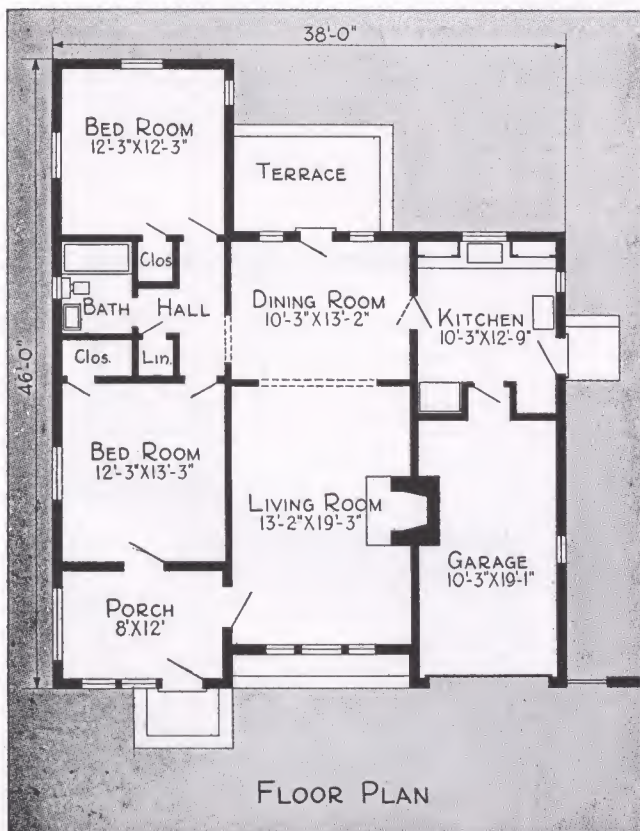




POPULAR STYLE OF MIAMI BEACH HOME

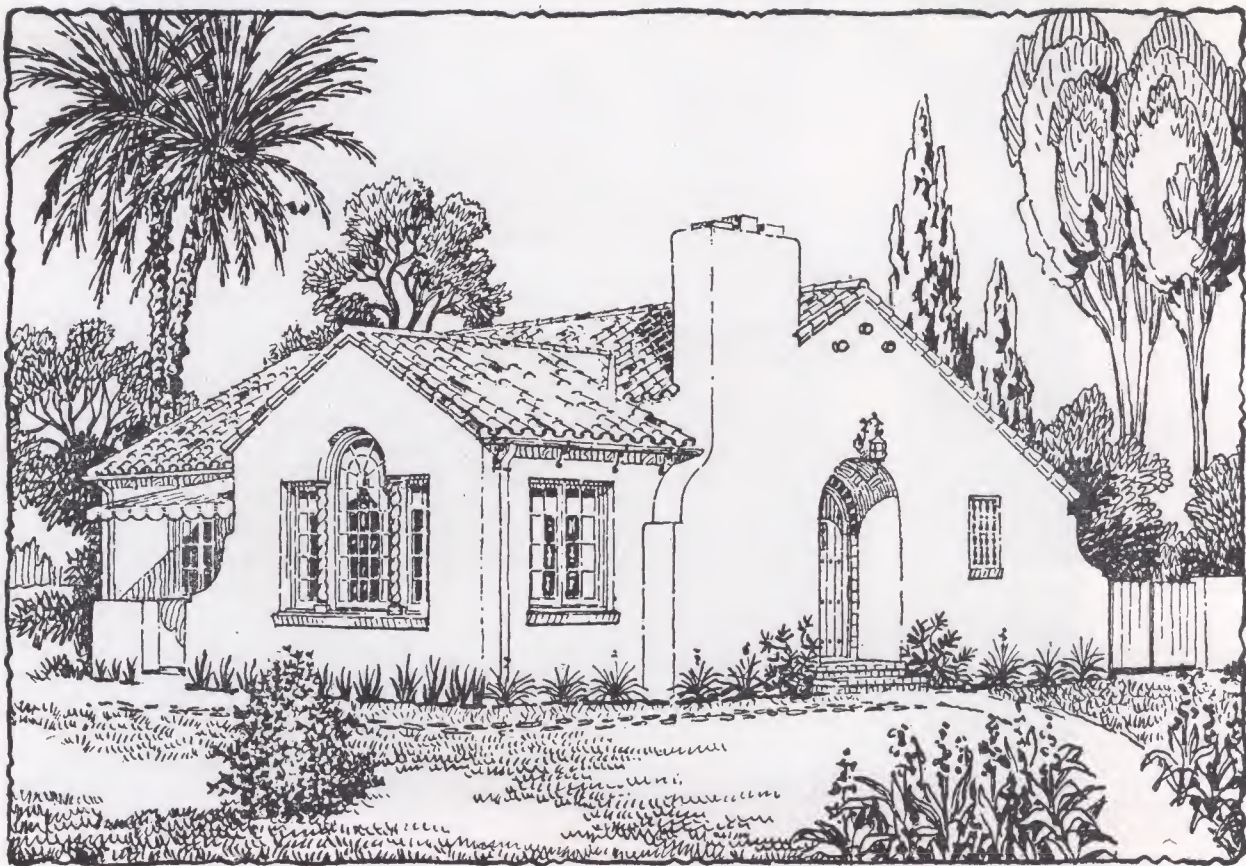
Lester F. Preu, Designer and Builder

Cost Key is 1.405—172—(1105)—(47)—18—16



LIKE THE HOUSE on the opposite page and all other Preu homes, the one illustrated above is built on a continuous reinforced concrete foundation; wall construction is of concrete block. Lots in the organization's developments have average frontage of 50 feet by 135 deep. Steel casement windows screened with aluminum mesh are used in all homes; a complete landscaping job using full grown, colorful shrubbery, grass sod and palm trees is also provided. Prices range from \$5200 for the smaller houses upward, according to size.

The plan at the left is similar to the one opposite, the principal change being a screened entrance porch instead of a vestibule, while the rear terrace is open rather than enclosed. Again in this plan the garage is attached; some of the other Preu houses have a popular porte cochere. Another feature is the convenience found in numerous built-in facilities which are included.



DESIGN No. 519 from the Architectural Dept. of the Northwestern Lumbermen's Assn., Minneapolis — one of the best of the popular Spanish type homes. Cost Key is 1.141-140-840-36-15-11.

SPANISH HOME DESIGN

Originated in the South But Now Favored Nationally

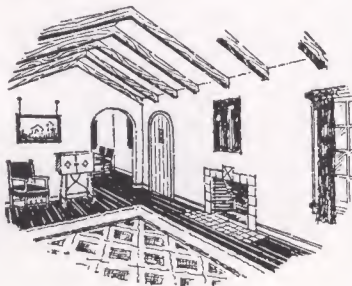
WHILE it is usually undesirable to carry out the traditional Spanish floor plan with its inner court or patio, many of the other details so characteristic of this style are well suited to the American home of today. This design incorporates a number of truly Spanish features in a manner which is pleasing and entirely practical.

MATERIALS AND EQUIPMENT

Exterior Walls: Eight inch hollow tile, stuccoed outside, furred inside for lath and plaster.

Roof: Red clay tile barrel mission pattern, copper flashing.

Interior Finish and Walls: Birch or gumwood trim in living room and dinette stained walnut, balance of trim enameled. Walls in living room and dinette heavily textured plaster, finished in two tones. Balance of walls smooth and papered.

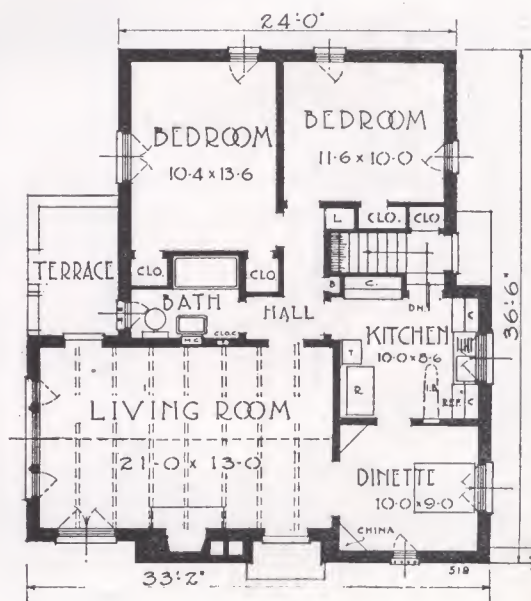


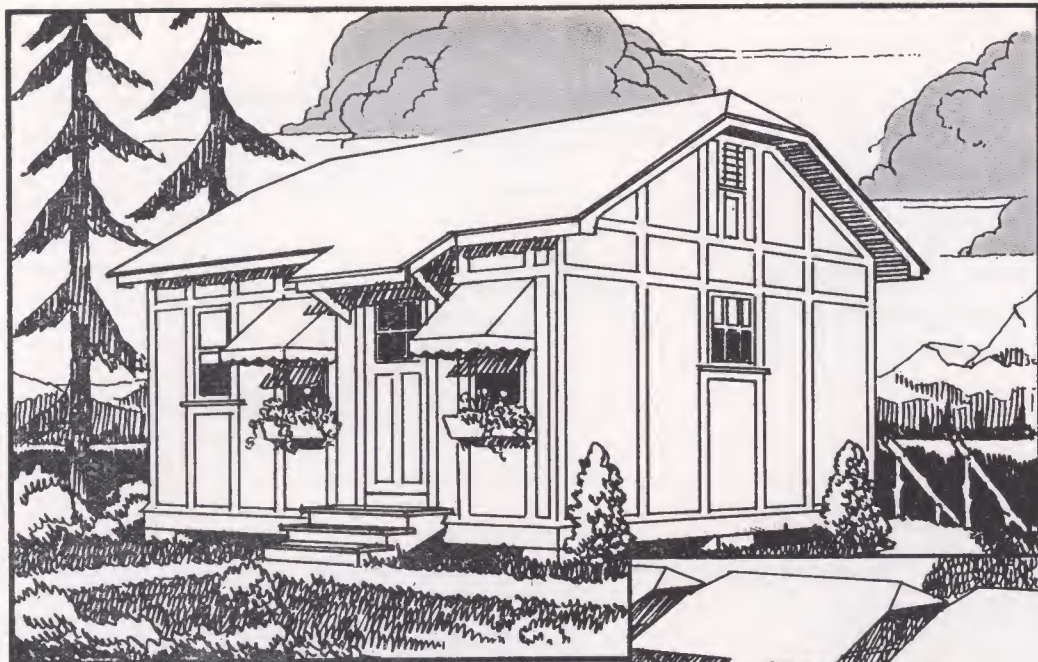
LIVING room in this house has an interesting high ceiling with heavy beam rafters exposed, indicated by dotted lines on floor plan.

Floors: Hardwood floors except in kitchen and bath. Linoleum or composition tile in kitchen, ceramic tile in bath.

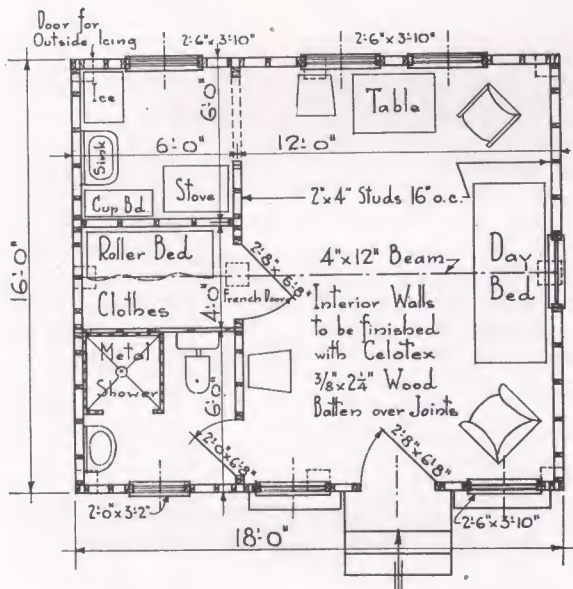
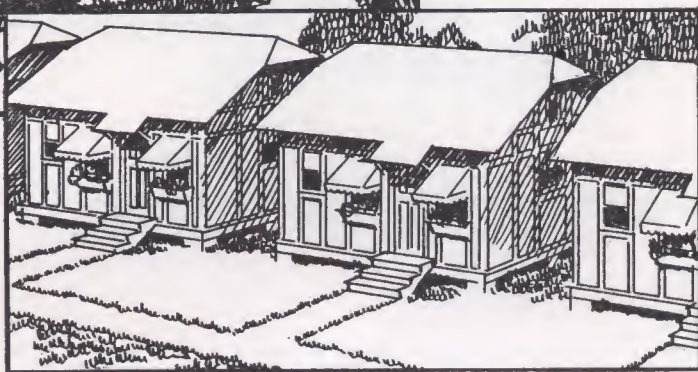
Mechanical Equipment: Recessed tub, 60 inch with shower; 42-inch sink; laundry trays in basement. Heating, pressure hot water or fan type warm air system, either type to have air conditioning equipment. Number of electrical outlets 60.

Suggested Exterior Color Scheme: Red roof; white stucco; blue trim and sash; grillework stained; gate stained.





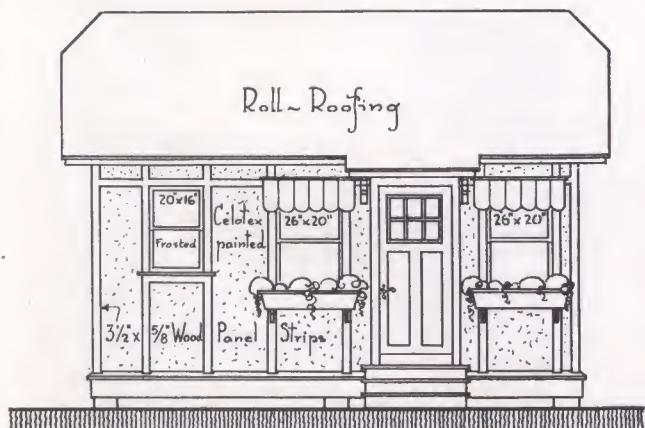
VACATION cabin out in the open, good also for tourist camp cabin. Inexpensive but substantial.



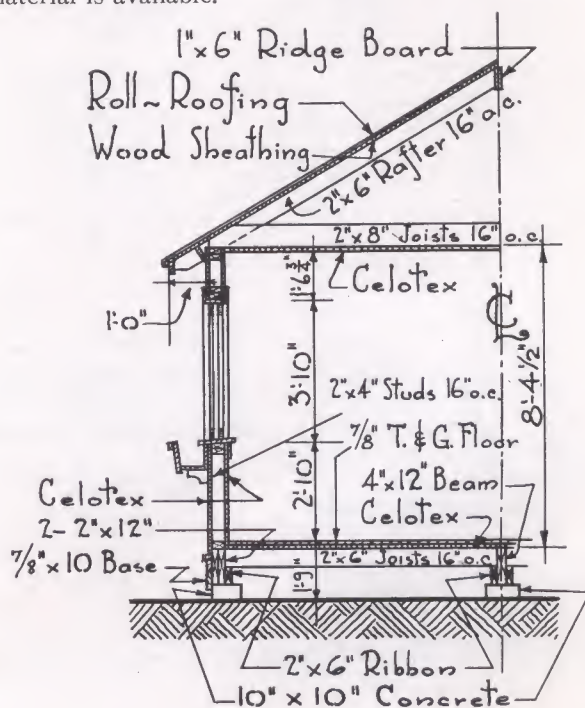
ONE ROOM COTTAGE OR CABIN

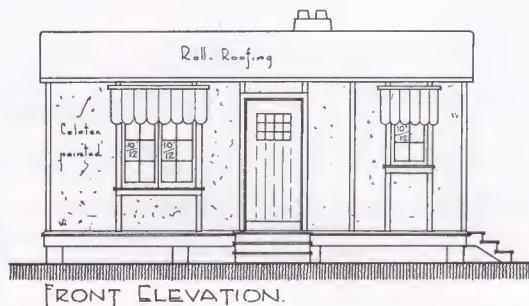
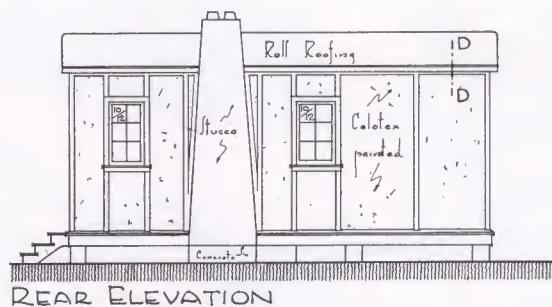
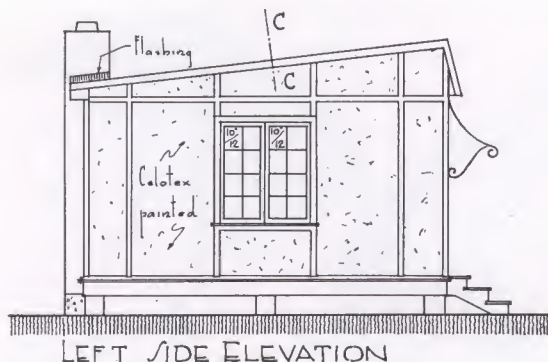
THE Celotex Corp., Chicago, offers this design, "The Cascade," as part of its service to lumber dealers, showing how to build numerous popular items out of Celotex and other building materials out of the lumber dealer's yard. Working drawings are shown to large scale, and complete bill of material is available.

THIS cabin is 16 by 18 feet; ceiling height, 8 feet 4 1/2 inches. Walls are Celotex panels on 2 by 4 studs.



FRONT ELEVATION

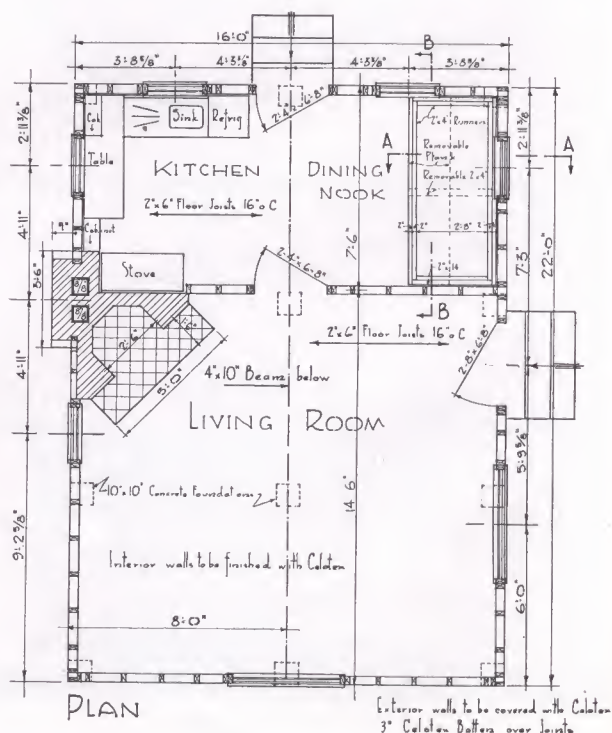
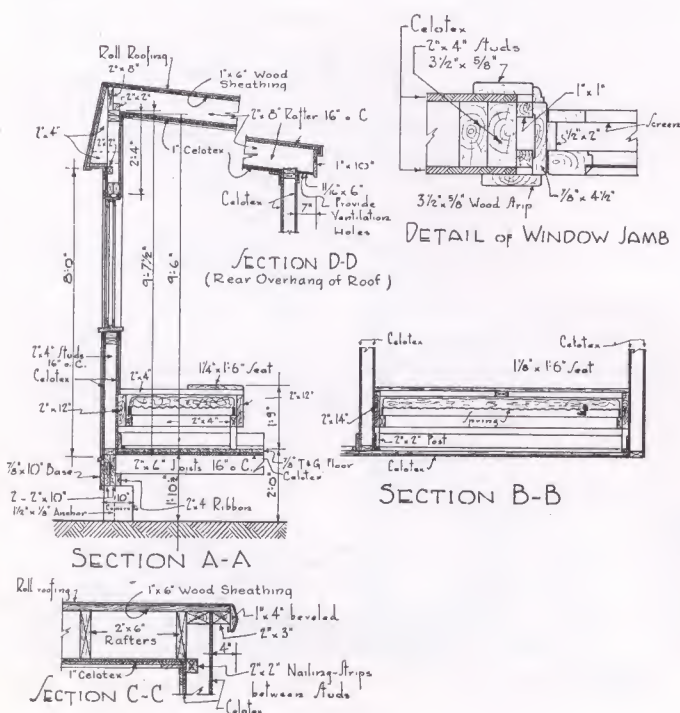




TWO ROOM BEACH COTTAGE

**Clever Little Fibre Board Panel
Retreat for Vacation Use**

"THE Dunes," a two-room cottage by the Vacation Cabin Plan Service of the Celotex Corp., Chicago, is presented here. Elevations, floor plan and details are reproduced from a larger portfolio which also gives itemized bill of materials and directions for painting and finishing. Many of these comfortable little cabins are being built in resort locations, and they are giving a lot of satisfaction. They are easy to build and low in cost.

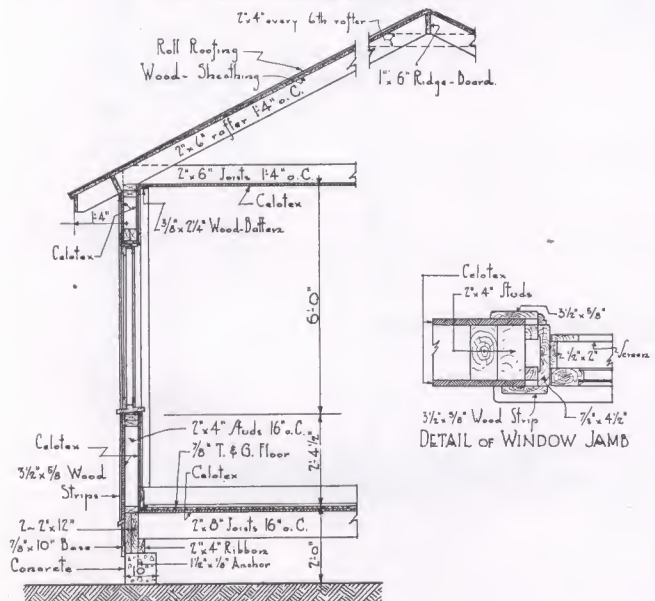


INSULATED COTTAGE

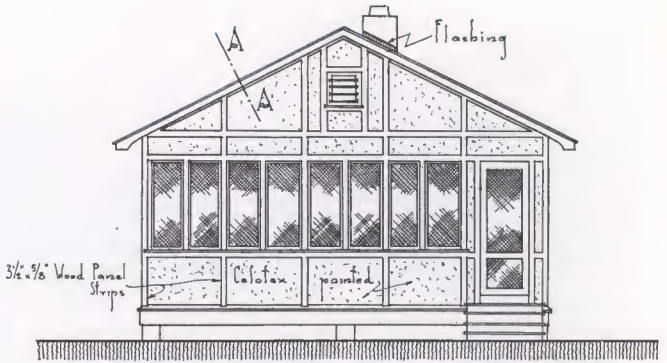
"The Wildest" Three-Room Cottage Features Celotex Construction

IN OFFERING this little three-room insulated cottage the Architectural Dept. of the Celotex Corp. has drawn off the following bill of materials as required for its proper construction:

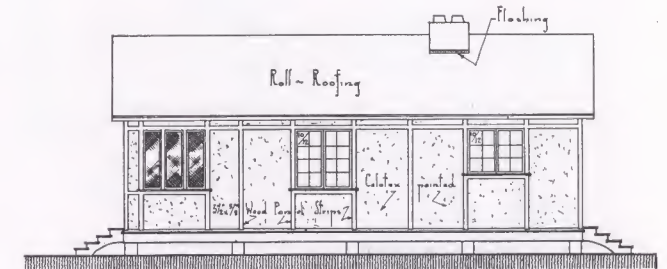
Quantity	Size	Description
106 cu. ft.		Concrete foundation to 3'-0" below grade
8	2" x 12" x 16'-0"	Sill
8	2" x 12" x 10'-0"	Sill
1	4" x 12" x 14'-0"	Beam
1	4" x 12" x 10'-0"	Beam
1	4" x 12" x 8'-0"	Beam
8	2" x 4" x 16'-0"	Sill-ribbon
4	2" x 4" x 10'-0"	Sill-ribbon
16	2" x 4" x 20'-0"	Studs and Plates
4	2" x 4" x 18'-0"	Studs and Plates
6	2" x 4" x 16'-0"	Studs and Plates
16	2" x 4" x 12'-0"	Studs and Plates
114	2" x 4" x 10'-0"	Studs
52	2" x 8" x 10'-0"	Floor joists
25	2" x 6" x 20'-0"	Ceiling joists
1	2" x 12" x 22'-0"	Beam above ceiling joists
50	2" x 6" x 14'-0"	Rafters
750 ft. B.M.	1/4" x 4"	T. & G. flooring (incl. 25% waste)
670 lin. ft.	3 1/2" x 5/8"	Wood panel strips
920 lin. ft.	2 1/4" x 3/8"	Wood panel strips
110 lin. ft.	3/8" x 10"	Base board (exterior)
110 lin. ft.	1 1/2" x 2"	Base drip
115 lin. ft.	3/4" x 7/8"	Cove molding
130 lin. ft.	1" x 5"	Rafter and End fascia
104 lin. ft.	1" x 6"	Side board and Ridge board
2	4'-0" x 12'-0"	Celotex
33	4'-0" x 10'-0"	Celotex
21	4'-0" x 9'-0"	Celotex
50	4'-0" x 8'-0"	Celotex
1	4'-0" x 8'-0"	Celotex
2	4'-0" x 7'-0"	Celotex
4	4'-0" x 4'-5 3/4"	Frames and 8 lt. Casements
1	2'-0 1/2" x 4'-5 3/4"	Frame and 8 lt. Casements
1	4'-0" x 3'-5 1/2"	Frame and 6 lt. Casements
1	1'-8 1/2" x 2'-11 1/2"	Frame and 6 lt. Casements
2	2'-4" x 6'-8"	Interior doors and Frames. Hardware
1	2'-0" x 6'-8"	Interior door and Frame. Hardware
1	2'-0" x 6'-8"	Frame for closet opening
1	2'-8" x 6'-8"	Front door and Frame, including hwde.
1	2'-4" x 6'-8"	Rear door and Frame. Hardware.
1	2'-4" x 6'-8"	Screen door, Frame. Hardware
1	2'-8" x 6'-8"	Screen door, Frame. Hardware
6	1'-3" x 4'-5 3/4"	Screens including hardware
8	1'-8" x 4'-5 3/4"	Screens including hardware
8	3/8" x 6 1/2" x 1'-5"	Strips for Louvers including Frames
2	1'-3" x 1'-6"	Screens for Louvers
17	1 1/2" x 3/8" x 2'-0"	Strap iron anchors for foundation
17	1 1/2" x 3/8" x 16"	Strap iron hangers. Ceiling beam
1		Front stair per drawing
1		Rear stair per drawing
1100 ft. B.M.	1" x 6"	Roof boards (incl. 20% waste)
950 sq. ft.		Roll roofing (incl. 20% waste)
230 lin. ft.	3/4" x 7 1/2"	Interior base
230 lin. ft.	5/8" x 5/8"	Quarter round molding
		Brick, mortar, flashing, paint, nails, etc.



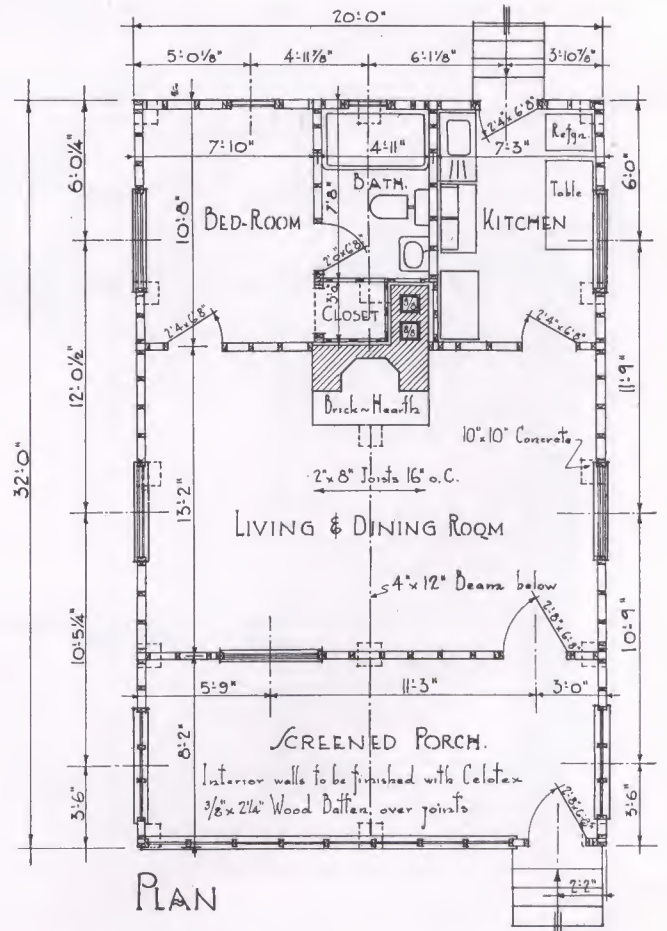
PART OF CROSS-SECTION.



FRONT ELEVATION

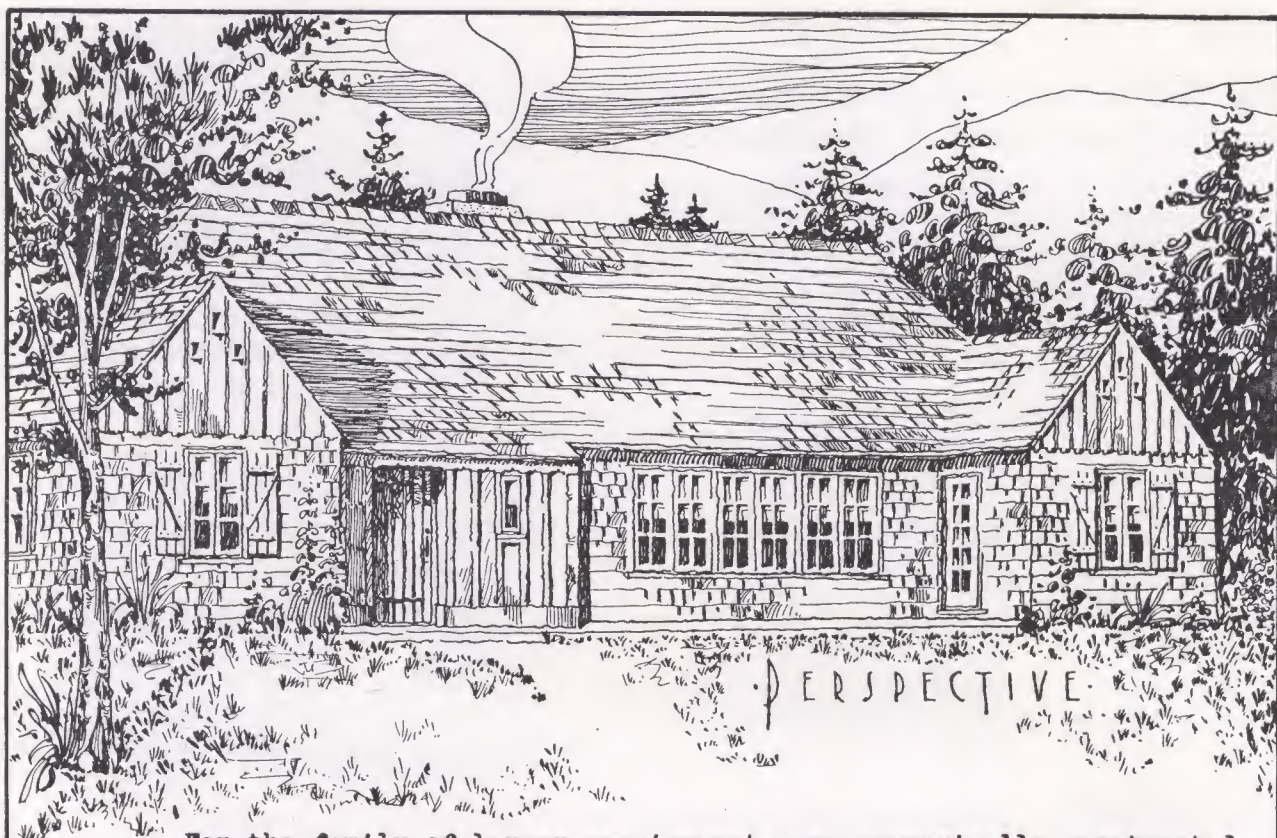


RIGHT SIDE ELEVATION.

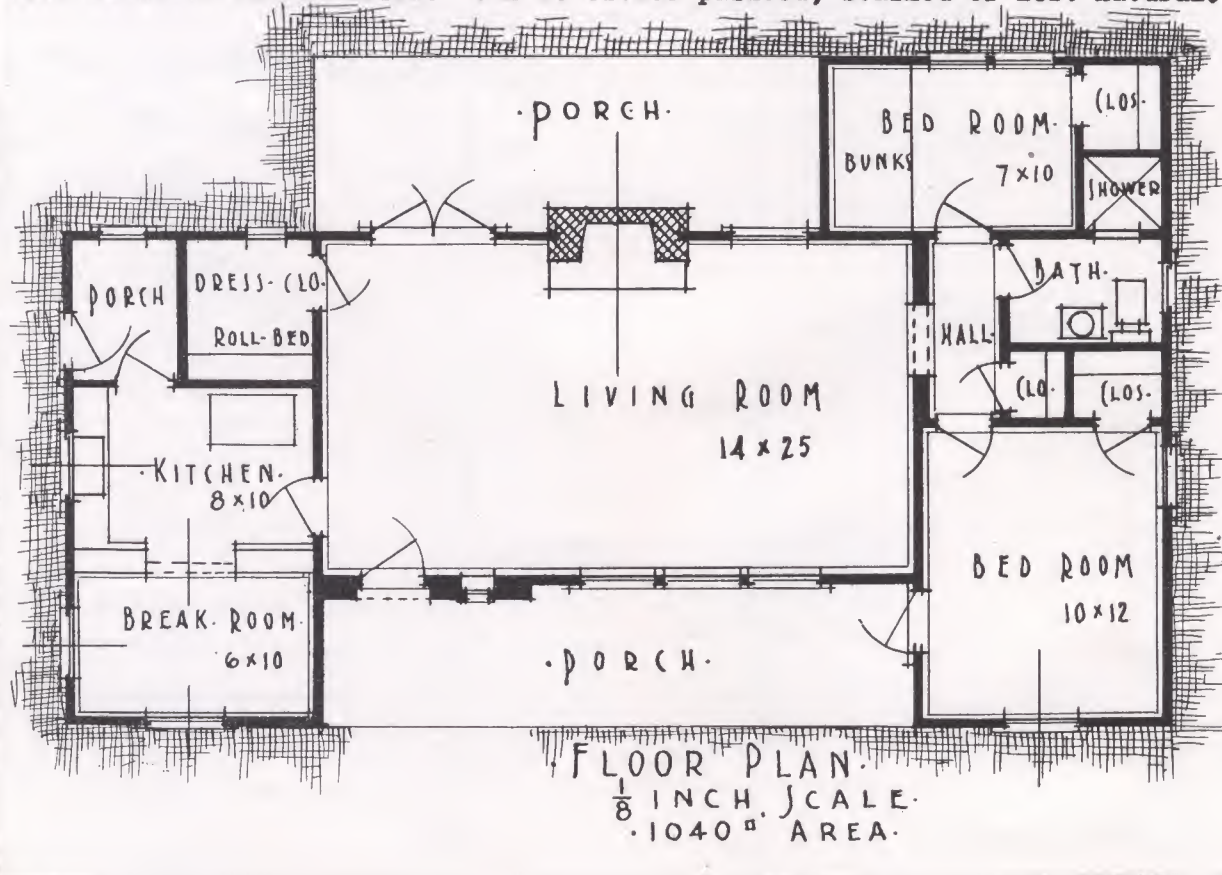


PLAN

ELEVATIONS, plan and construction details of "The Wildest," three-room cottage designed by the Architectural Dept. of the Celotex Corp., Chicago, Ill.



For the family of larger requirements, an economically constructed home suitable for any location. Every room bright and cheery with ample closet space. For enduring satisfaction and safety use Redwood thruout for both exterior and interior. Can be either painted, stained or left natural.



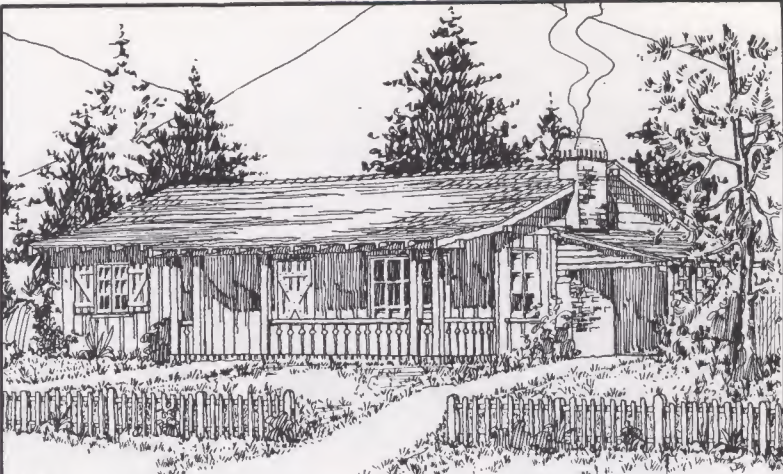
VACATION JOY

IDEAL for mountain, shore or country, this Vacation Home No. 17 is offered by the California Redwood Assn., San Francisco. Cost Key is 1.191-162-(949)-(41)-16-15.

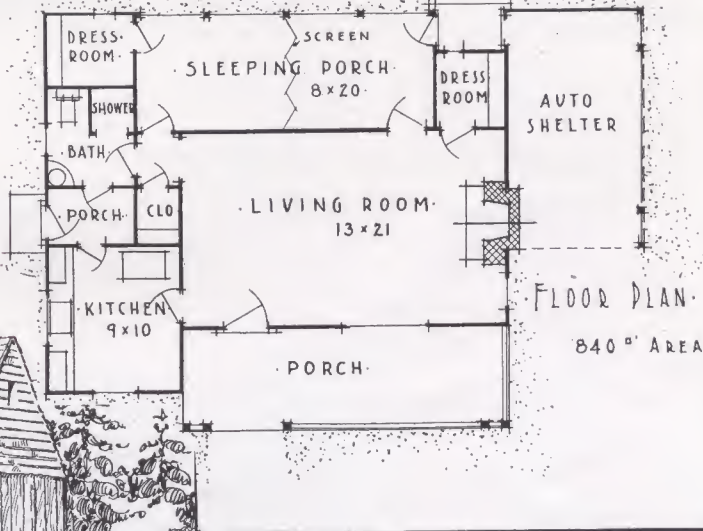
HEALTH HOMES

Small Sum Invested Here Brings Big Returns

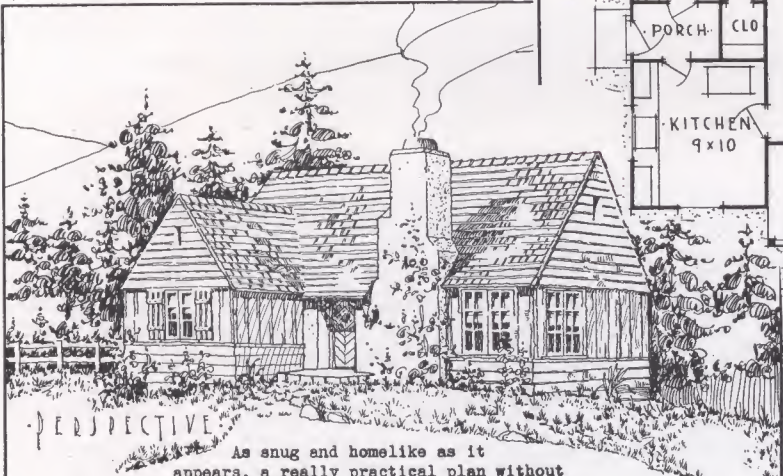
INFORMALITY is the keynote of the vacation camp or cottage. Artificial standards have little place in such a home, but genuine ease and comfort dictate both construction and furnishings. The big living room with wood burning fireplace, the airy bedrooms and sleeping porches and the intimate connection between house and the surrounding outdoors through the big porch or terrace are all characteristic features that have been thoroughly approved in use.



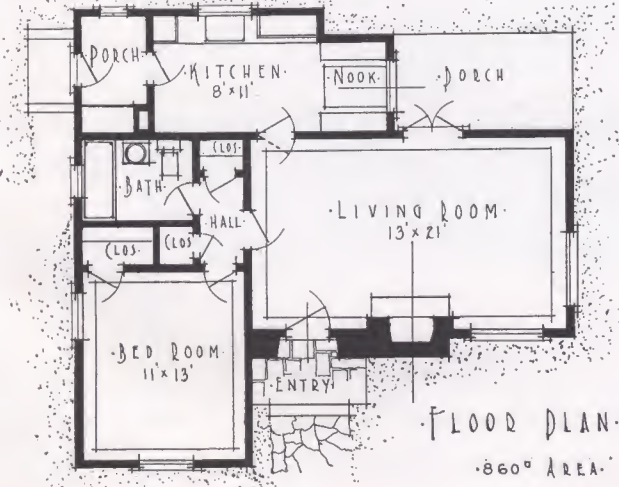
PERSPECTIVE. A real vacation retreat should be constructed of materials that will withstand wear and tear to which these types of dwelling are usually subject. Use Redwood for all purposes, being strong and light, resistant to decay, termites and fire, a naturally durable material



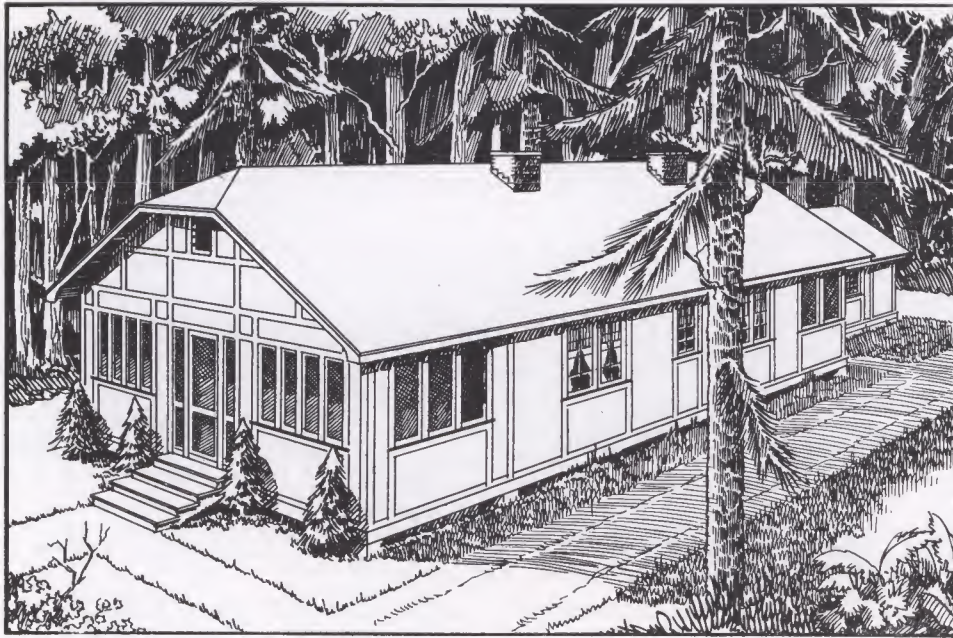
ABOVE IS a large summer cottage with garage attached. This is Vacation Home design No. 21 from the California Redwood Association, San Francisco. Cost Key is 1.017-118-0-0-11-13.



PERSPECTIVE. As snug and homelike as it appears, a really practical plan without waste space in small area. Utilize Redwood thruout.



TO LEFT is a neat three-room and bath cottage for the country or suburb. It is design No. 16 of the California Redwood Association's portfolio of Vacation Homes. Cost Key is .978-128-0-0-15-12.



COTTAGE design from the Vacation Cabin Plan Service of the Celotex Corp., Chicago, from which complete working plans and detailed bill of material are available.

"BIG WOODS LODGE"

A Four-Room Cottage of Treated Fibre Board and Lumber

IN RECOMMENDING the construction of a fibre board cottage as illustrated here from a Celotex design, a dealer would naturally want to know how the Celotex board should be painted and finished to assure long life and satisfaction when exposed to the weather in this way. The following directions for sizing and priming are from the Celotex Corporation:

Glue Sizing: Soak $1\frac{1}{2}$ lbs. of shell or chip glue in 1 pint of cold water, then dissolve by adding 1 gal. of boiling water, and apply while still warm, swiftly and evenly.

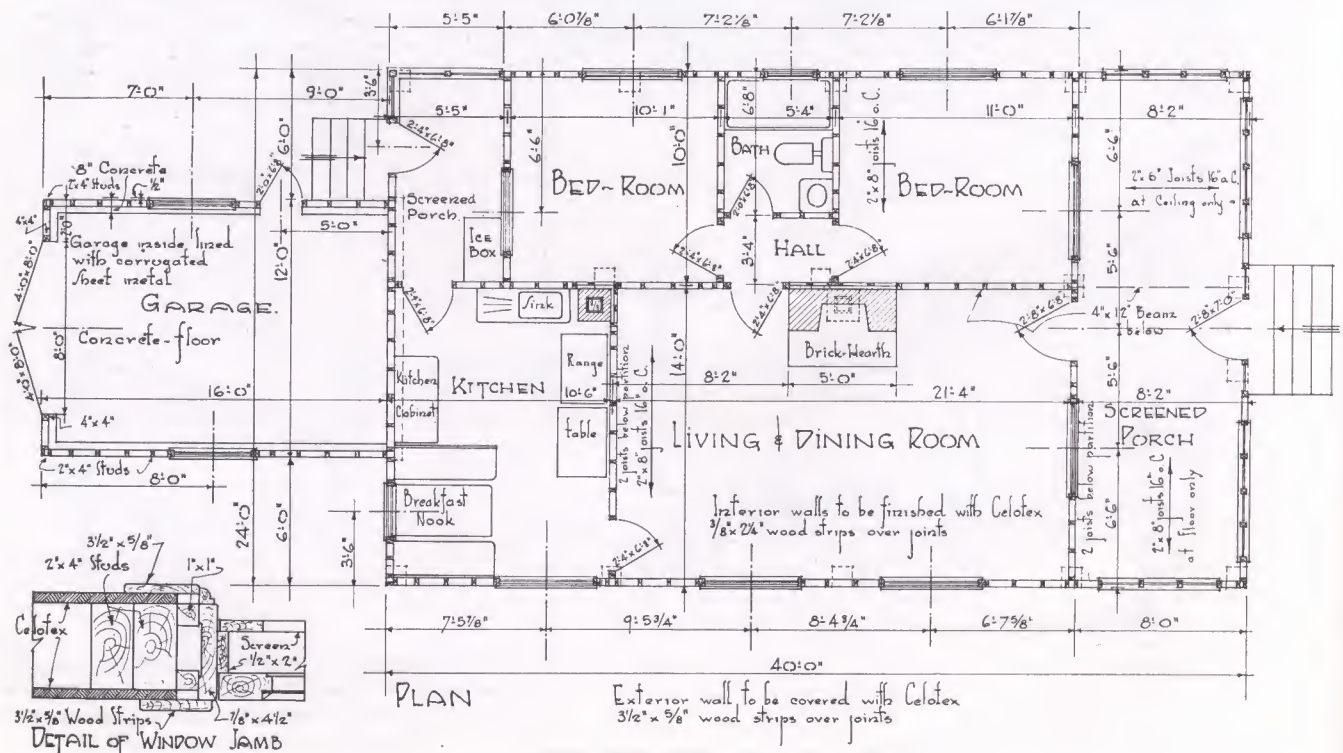
Priming: Instead of glue sizing a priming coat con-

taining $\frac{1}{3}$ turpentine, $\frac{1}{3}$ boiled linseed oil, and $\frac{1}{3}$ paint may be used. A thick paint to which a dryer has been added may also be used. Brush on swiftly and evenly.

Prepared Sizes: Leading paint manufacturers, as listed below, have developed especially prepared sizes for Celotex. These are recommended because they are ready mixed and properly proportioned for immediate use requiring a minimum of preparation.

"Primer for Celotex," Devco & Reynolds and Affiliates; "Celo-Size," E. I. du Pont de Nemours & Co.; "Special Primer—No. 44," The Glidden Company & Affiliates; "Fill-Coat," Benjamin Moore & Company; "Peel-Kill Pigment Primer No. 7851," Mariette Paint & Varnish Co.; "Nepto-Seal," The Lowe Brothers Company; "Plasco Primer-Sealer," Pittsburgh Plate Glass Co.; "S-W Seal-Rite," Sherwin-Williams Company.

Write the Celotex Corp., Chicago, for Technical Note No. 43, "Painting and Decorating Celotex," for more detailed information concerning this subject.





George J. Fernschild, Architect

Photos by Herbert Pels

CHAPTER V—MODEL HOME INTERIORS

Forecasting Style Trends in Present Day Homes

THIS CHARMING ARCHWAY is a feature of a striking model home recently sponsored by the New Rochelle, N. Y., Chamber of Commerce and dedicated to the purpose of "making all homes model homes."

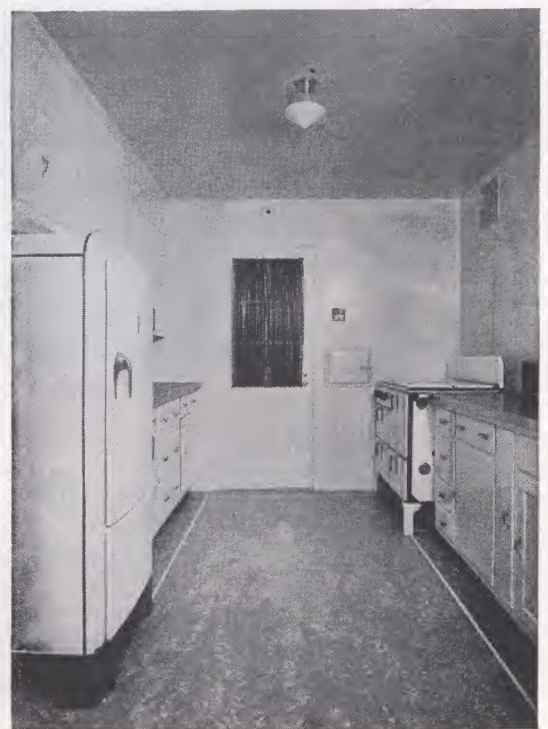


CURVED STAIRS SPACIOUS HALL FINE INTERIORS

THE NEW ROCHELLE Model Home hall is unusually spacious for such a house, and the curved stairway sets a charming note. The arrangement of rooms around the center hall is very well handled. George J. Fernschild, architect.

KITCHEN and bathroom feature modern equipment, including Tracy sink, Murphy cabinets, Electrolux refrigerator, W. A. Case & Son and Standard plumbing, Lightolier fixtures.

Photo by Herbert Pels





DEMONSTRATING BEAUTIFUL INTERIORS

CYPRESS paneled living room (above) and knotty pine master bedroom (below) in the Cleveland Lumber Institute "Traditional American Home" at the Great Lakes Exposition, Cleveland; John Sherwood Kelly, Architect.



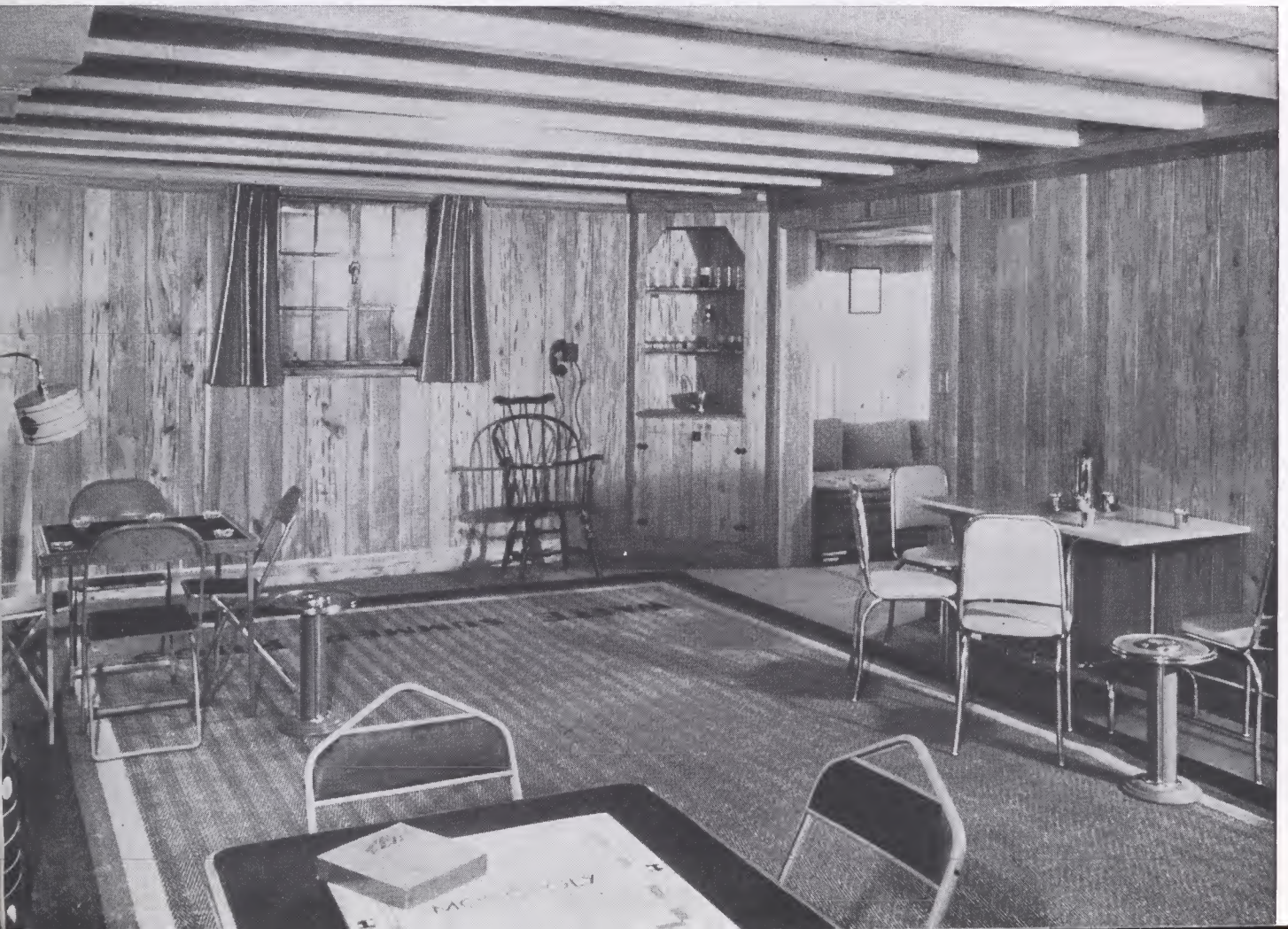
WELL-STYLED RECREATION ROOMS



VIEW of the large living room featuring Georgian fireplace.

THE 1936 Westchester County Model Home, is done in cheerful modern colors that make it an excellent indication of the trend. The living room mantel, at left, is of simple Georgian pattern with marble facing and floor slab. All trim is painted pure white, which contrasts pleasantly with the colorful wallpaper.

THE basement recreation room, below, is done in pecky cypress, and this room is a very pleasant and attractive one. The concrete floor joists in the ceiling are painted and made a part of the decorative scheme of the recreation room. The house has a gas-fired air conditioning system, a copper roof, rockwool insulation and attractive, modern kitchen cabinets.



NEW ROCHELLE CHAMBER OF COMMERCE MODEL HOUSE

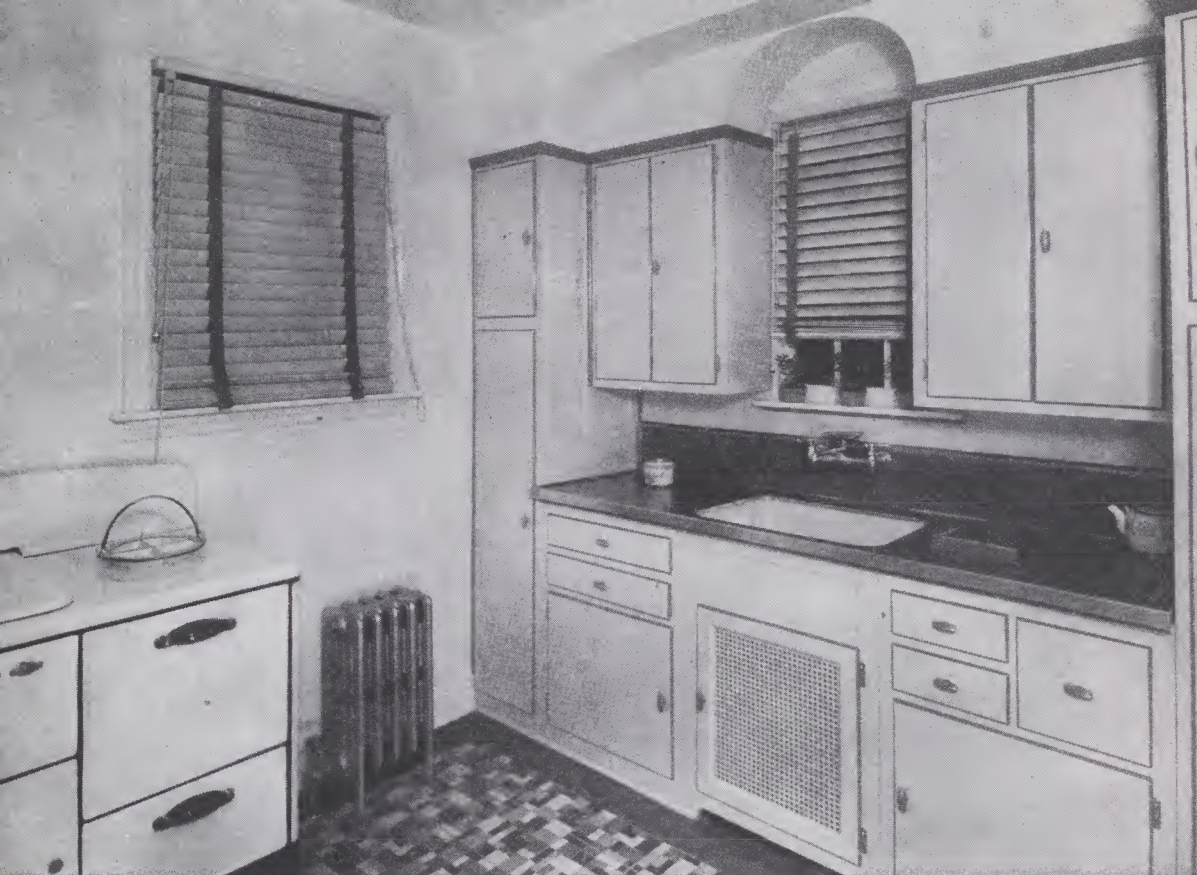
**George J. Ferns-
child, Jr., Architect**
**Cameron Construc-
tion Co., Builder**

THE unusually cheerful and attractive kitchen is further improved by a circular wall at one end, with a circular seat intended for quick meals or breakfasts. This makes the breakfast nook part of the kitchen and adds spaciousness to it and makes a most attractive spot without wasting much space.

THE RECREATION room below is finished in knotty pine, has an attractive fireplace and French doors at one end opening upon a porch. This has been made an attractive, cheerful room.



FLOORS of the recreation room are of Johns-Manville 3/16-inch asphalt tiles, laid over a well waterproofed concrete slab. The entire basement was carefully laid out to be fully used throughout and is dry, warm and attractive.



SCIENTIFICALLY built cabinets which are attractively recessed into the wall are features of the Gross-Morton homes at Bayside Hills. Cheerful colors in red and cream are used.



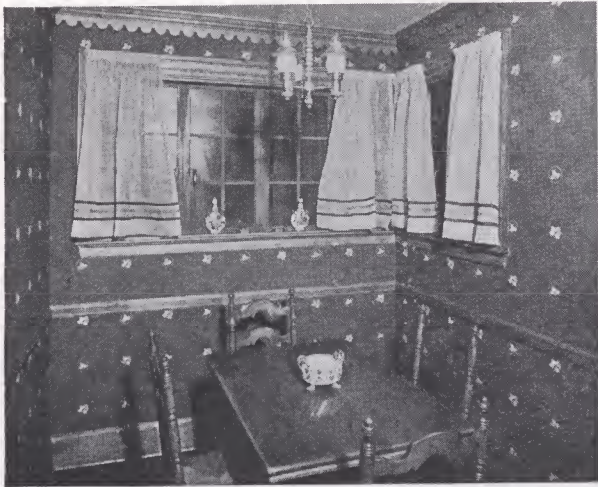
BAYSIDE HILLS bathrooms are large and colorful, with tile floors and walls, best quality colored fixtures. The recessed tub and shower is popular.

CHEERFUL KITCHEN AND BATH

FEATURED in Gross-Morton's houses at Bayside Hills, Long Island.

COLORFUL DETAILS THAT ADD TO HOME POPULARITY

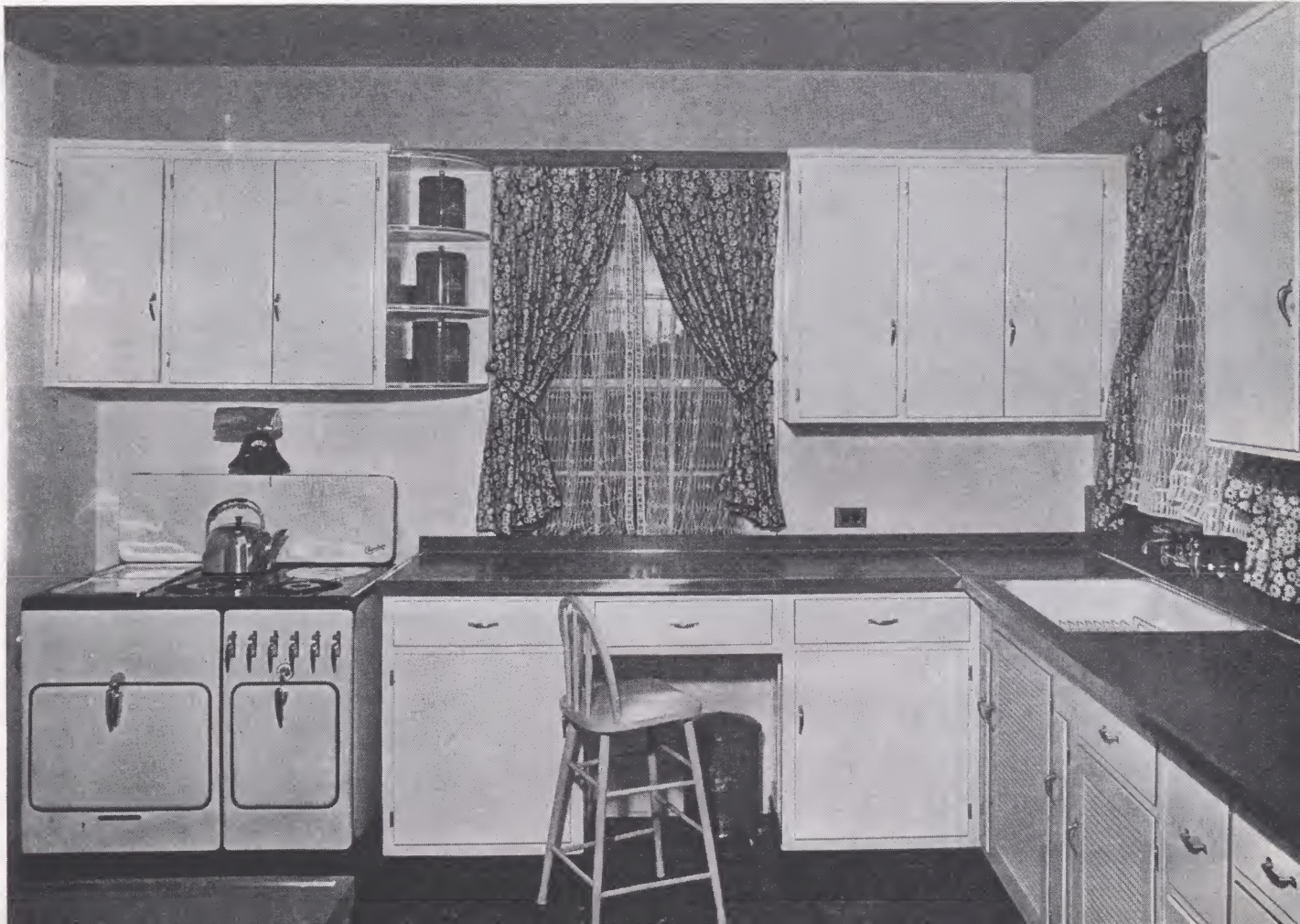
KITCHEN and alcove views in 1936
Westchester County Model Home.



A CORNER window in the dining alcove.

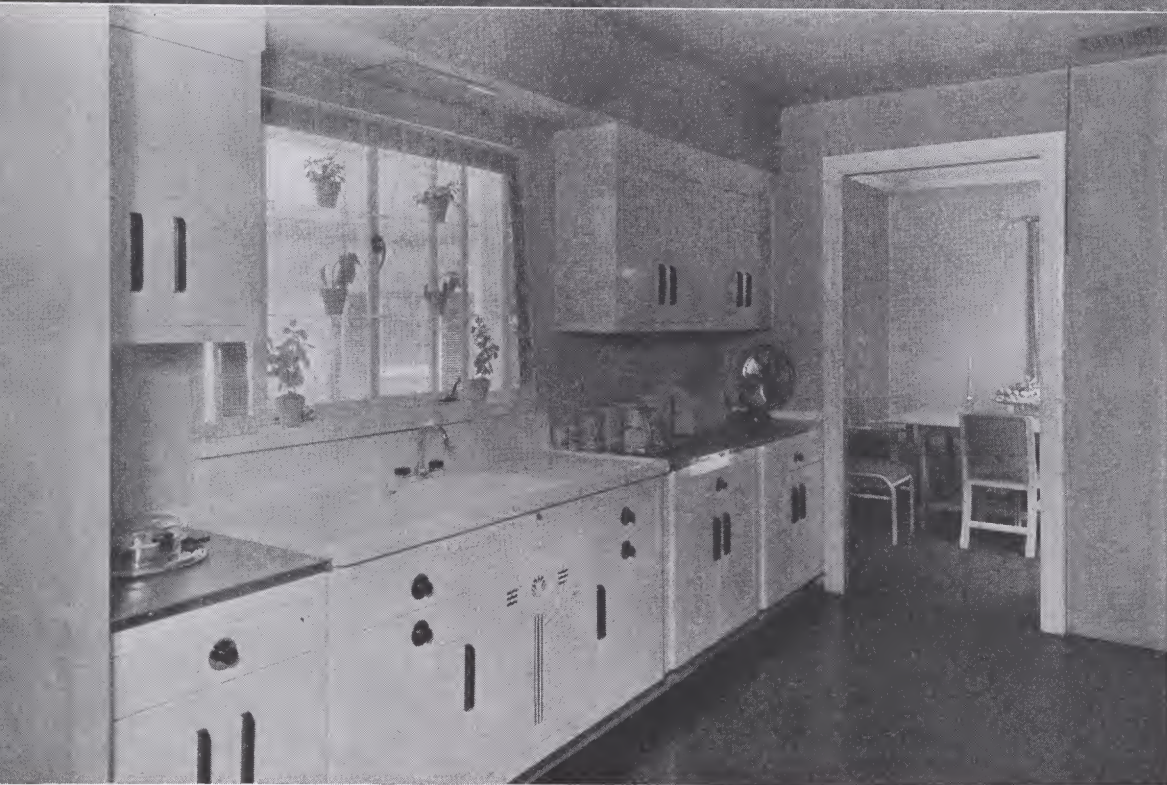


"HOUSEWIFE'S planning room" located between kitchen and hall.





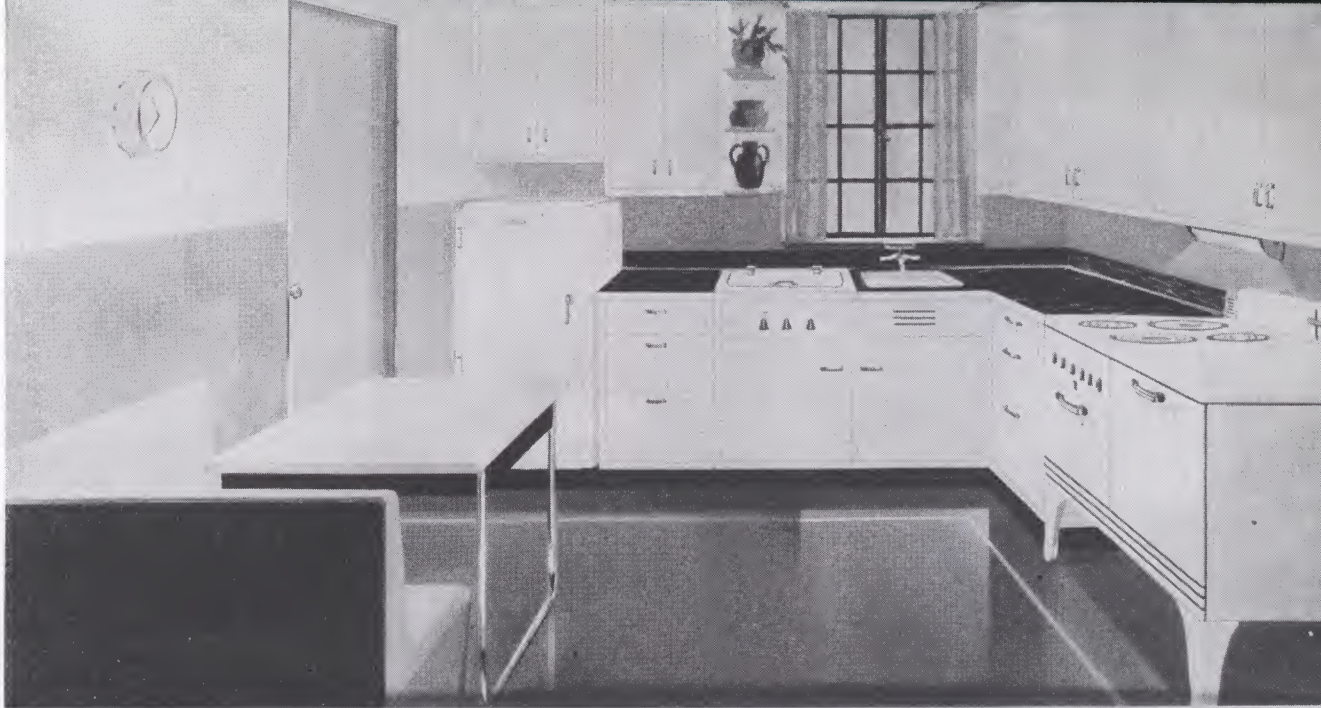
THIS Dallas Centennial Concrete house was the First Prize winner in a competition sponsored by the Portland Cement Ass'n., and open to Texas architects in which 87 designs were submitted.



CONSTRUCTION FEATURES: Walls of 5x8x12" hollow concrete tile (8" thick). Furred with metal lath with metal furring strips and plastered. Exterior of white portland cement stucco. The first floor is poured concrete on precast concrete joists. Parquet hardwood flooring in squares in all rooms except bathroom and kitchen laid on mastic. Linoleum in kitchen. Ceiling and roof, wood frame construction. Brown cement asbestos shingles. Steel casement windows. Concrete tile used for walls around house with portland cement stucco. Concrete flagstone walks and concrete porches.

Living Room and Kitchen in Centennial concrete house at Dallas Exposition; Bubi Jesson, Austin, Architect; C. M. Davis, Contractor.

MODELS THAT FORECAST ROOM STYLES

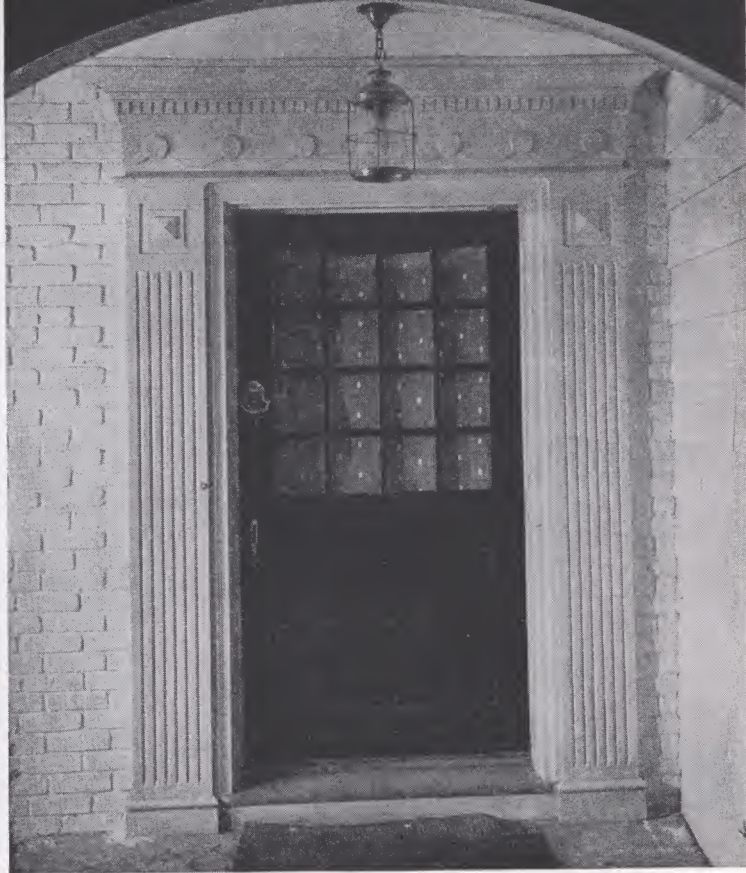


ALERT BUILDERS FEATURE SALES APPEAL OF MODEL ELECTRIC KITCHENS

ABOVE: Kitchen designed by General Electric for homes in the five- to six-thousand dollar class. BELOW: Kitchen features in the current sales campaign of Westinghouse Electric.



Residence on Long Island, N. Y.; M. R. Johnke, architect.



Effective door detailing; Reinhard M. Bischoff, architect.



Arched open porch; Randolph Evans, architect.

CHAPTER VI BETTER DETAILS

SIX SELECTED ENTRANCES

A Series of Architectural Details That Sell Homes, Including bay windows, stairways, fireplaces, built-in cabinets and cupboards, and important exterior detailing.



Cape Cod doorway; M. R. Johnke, architect.



Lovely Colonial detail; Wm. M. Pareis, architect.



Splendid porch and entrance detail; Randolph Evans, architect.



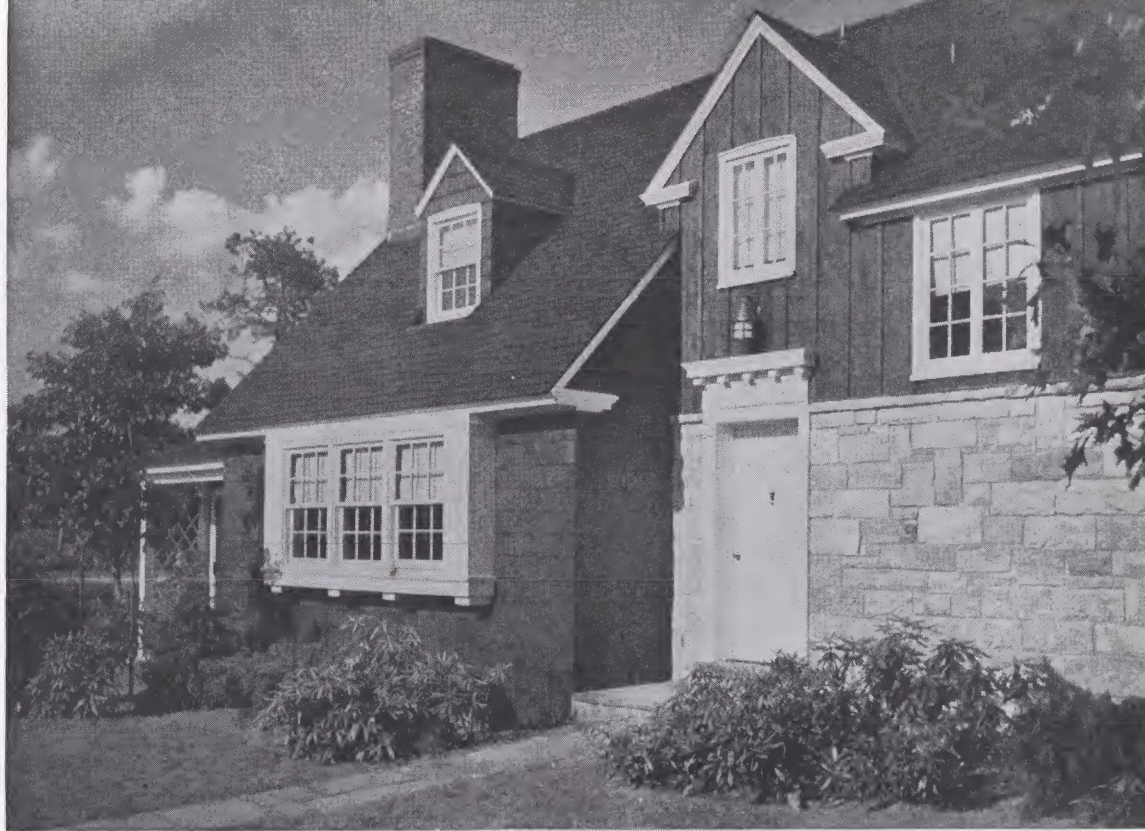
ATTRACTIVE BAY WINDOWS

WELL designed and well built bay windows add greatly to the charm of the modern home. Here is featured the work of well known Eastern residential architects, Reinhard M. Bischoff and Randolph Evans.

ABOVE: Copper flashed circular bay of unusual charm in a Garden City, Long Island home. **BELOW:** A Colonial bay window executed with skill and simplicity. The bays are spaced equally on either side of the entrance.



IN THIS charming shingled and stone house the three section window is handled in an unusual but interesting fashion. The white trim provides a pleasing contrast with the dark stained shingles.

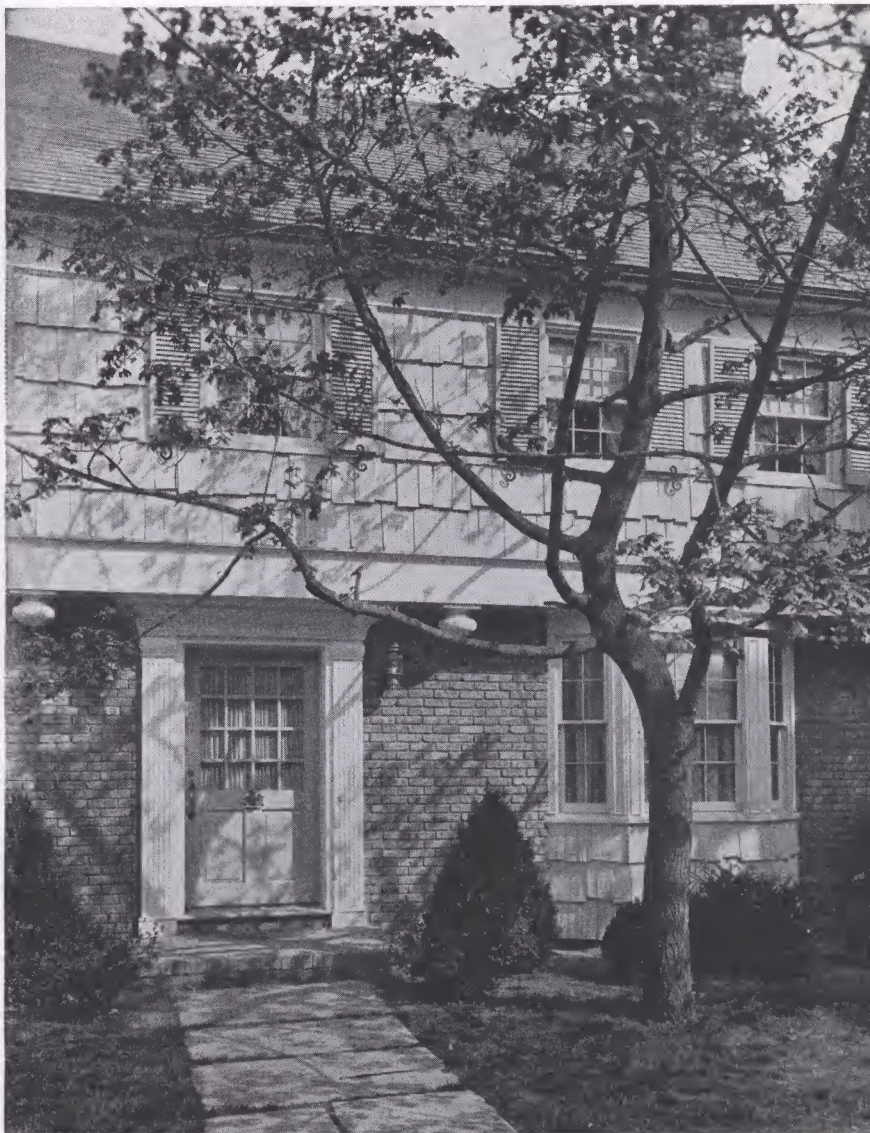


Photos by Gustav Anderson



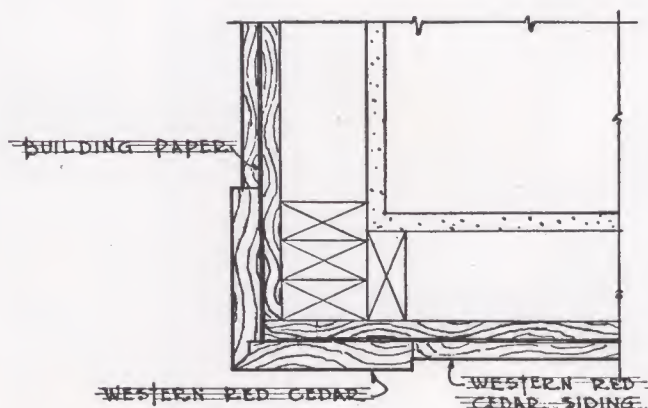
THE BAY WINDOW above, with its brick case and white wood frame windows, with tight fitting screens that do not spoil its appearance, dominates the living room of this house designed by Randolph Evans and built last year by Harmon National Real Estate Corp.

THE BRICK AND SHINGLED house at right has both a charming entrance and a window treatment that is most attractive. The contrast of irregular shingles and brick is a pleasing one and gives character to the house. The architect was Reinhard M. Bischoff.





ELEVATION OF PILASTER
SCALE $\frac{1}{4}" = 1'-0"$

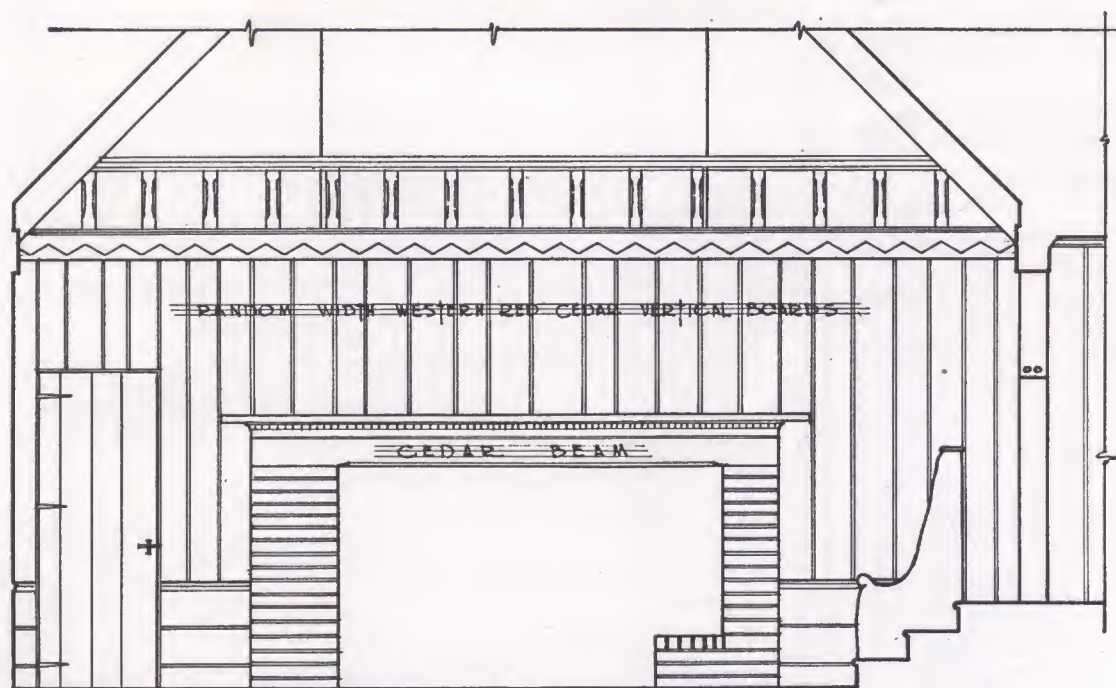
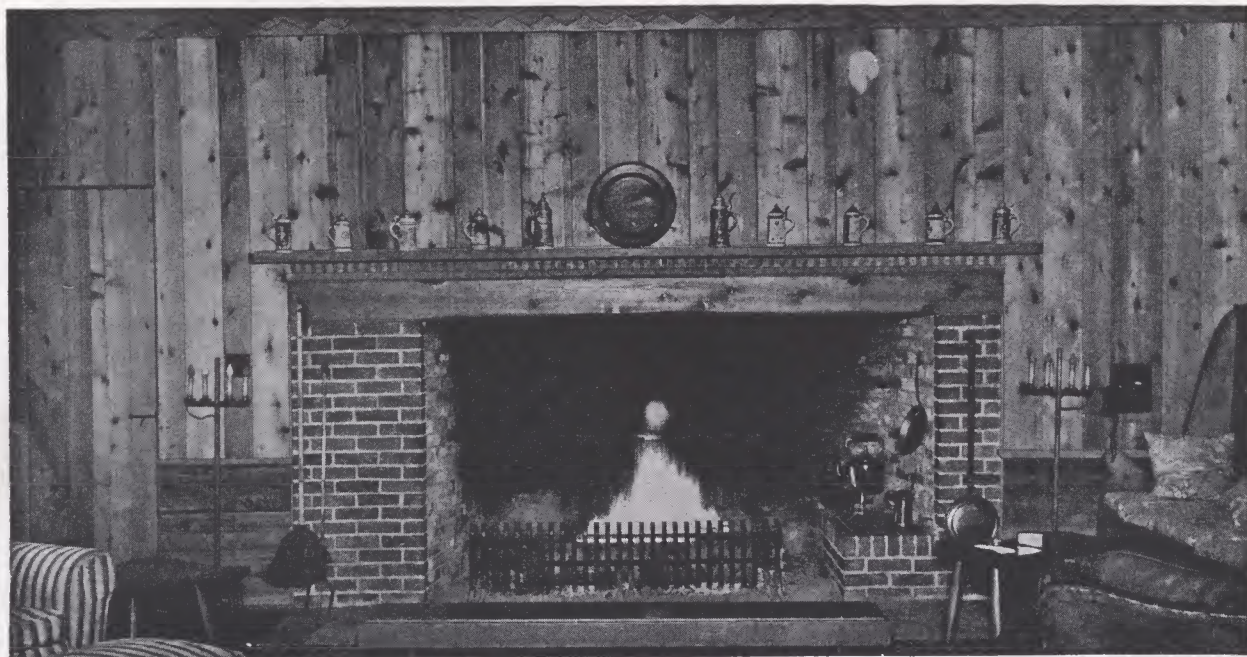


SEC. THRU PILASTER
SCALE $1\frac{1}{2}" = 1'-0"$

RESIDENCE AT BROADMOOR
SEATTLE • WASHINGTON
GEORGE WELLINGTON STODDARD ARCHT. A.I.A.

COLONIAL PILASTER

Construction of Ornamental
Corner Boards Favored for
Houses of Colonial Design



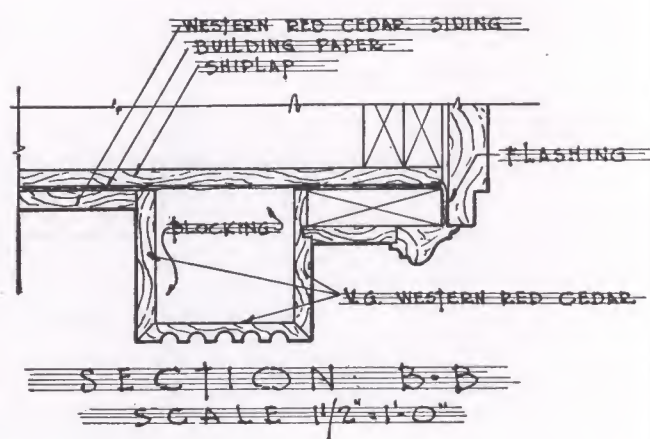
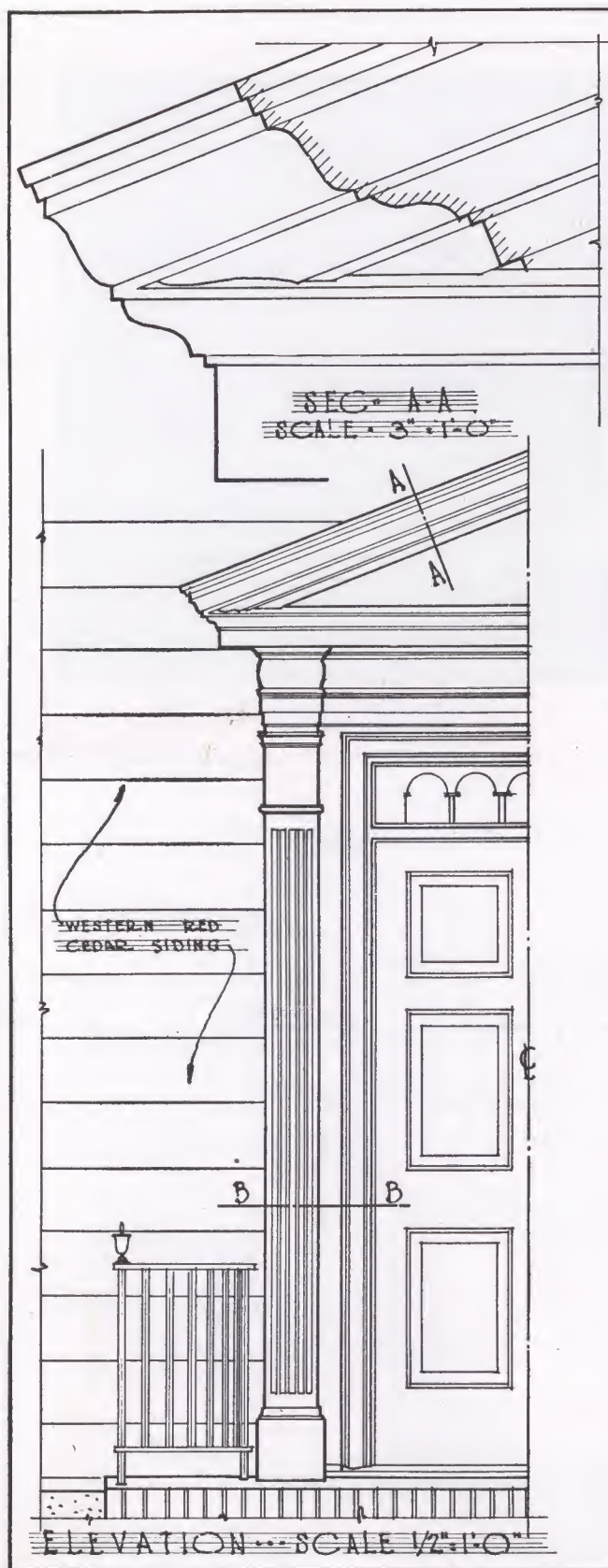
HOUSE ON BAINBRIDGE ISLAND

SCALE 1/4" = 1'-0"

GEORGE WELLINGTON STODDARD ARCHITECT A.I.A.

KNOTTY WOOD FINISH

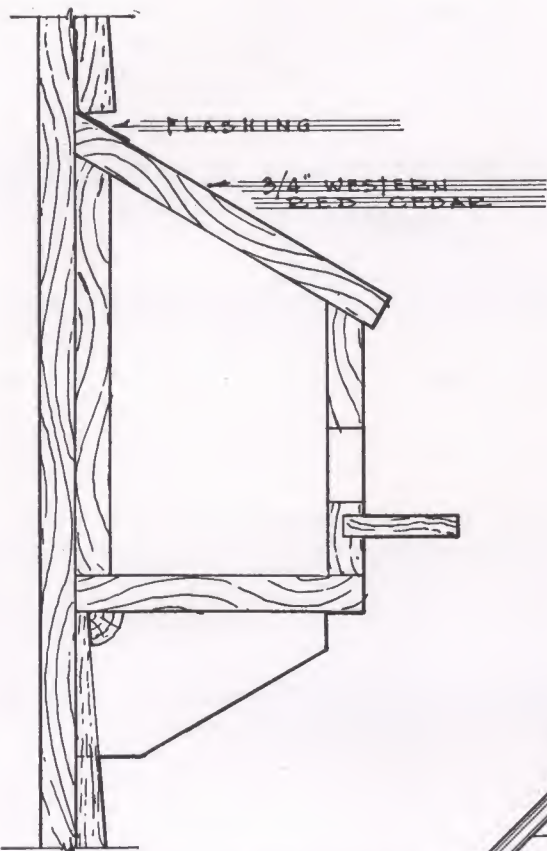
Random Width Knotty Red Cedar,
Vertical Boards, with horizontal dado
base and ric-rac heading mould.



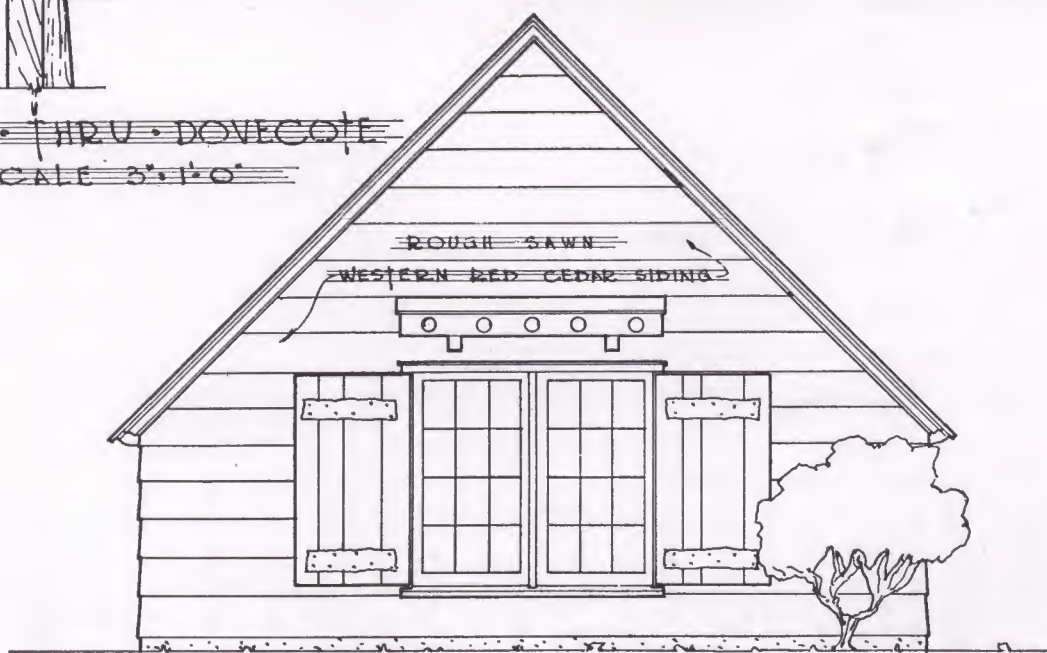
RESIDENCE AT BROADMOOR
SEATTLE • WASHINGTON
GEORGE WELLINGTON STODDARD
ARCHITECT • A. I. A.

COLONIAL ENTRANCE

Skillful Detailing Heightens Charm
of Authentic Period Domestic
Architecture



SEC. THRU DOVECOTE
SCALE 3"=1'-0"



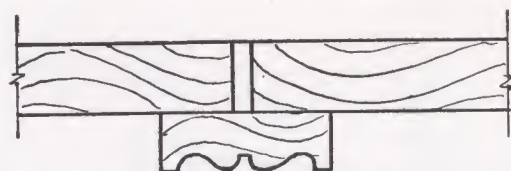
ELEVATION
SCALE 1/4"=1'-0"

HOUSE ON BAINBRIDGE ISLAND

GEORGE WELLINGTON STODDARD ARCHITECT A.I.A.

DOVECOTE GABLE

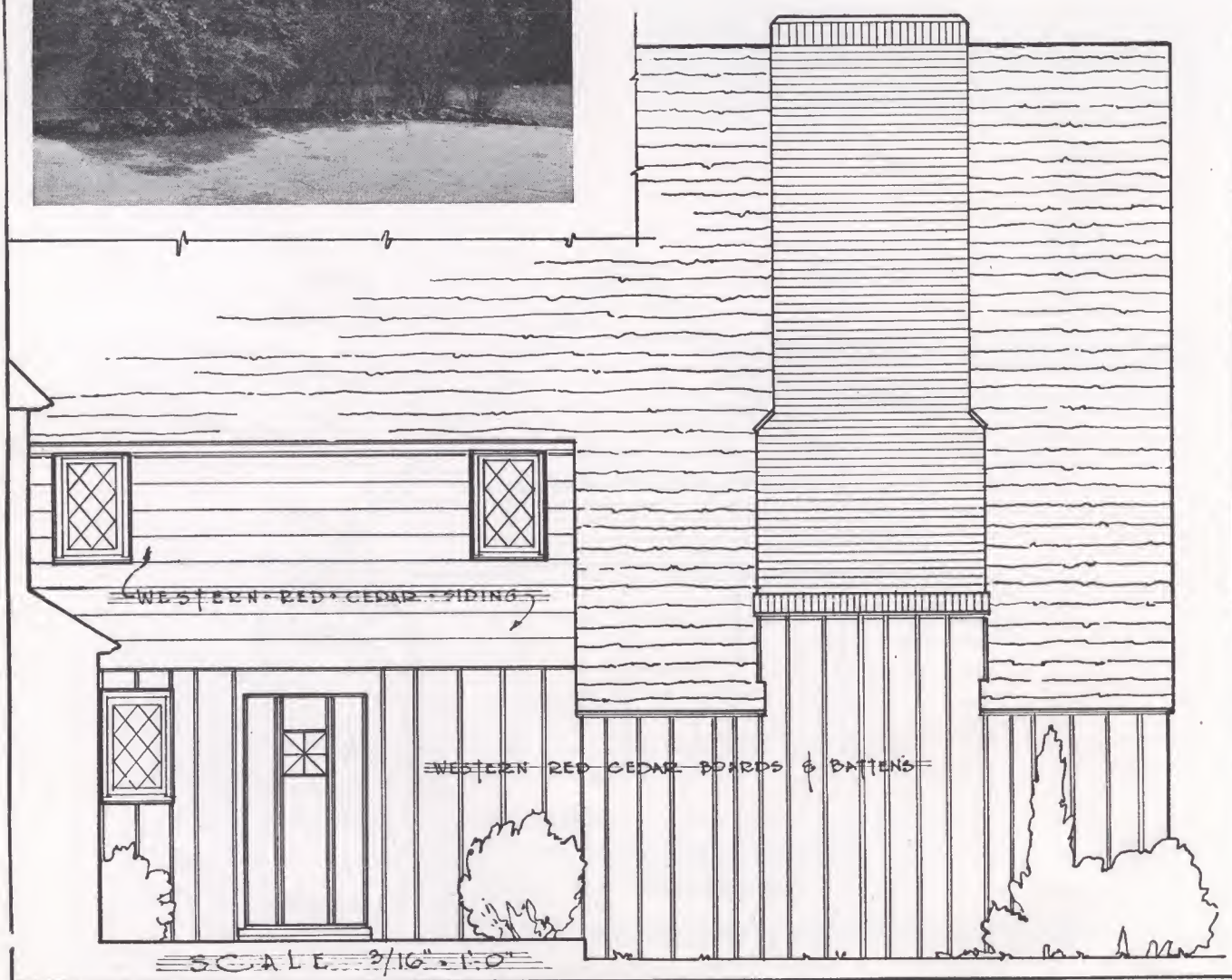
Rough Sawn Siding, Shutters
Close Cornice, Bird Nesting—
These Combine Here Quaintly



DETAIL OF BOARDS & BATTENS
1/2 FULL SIZE

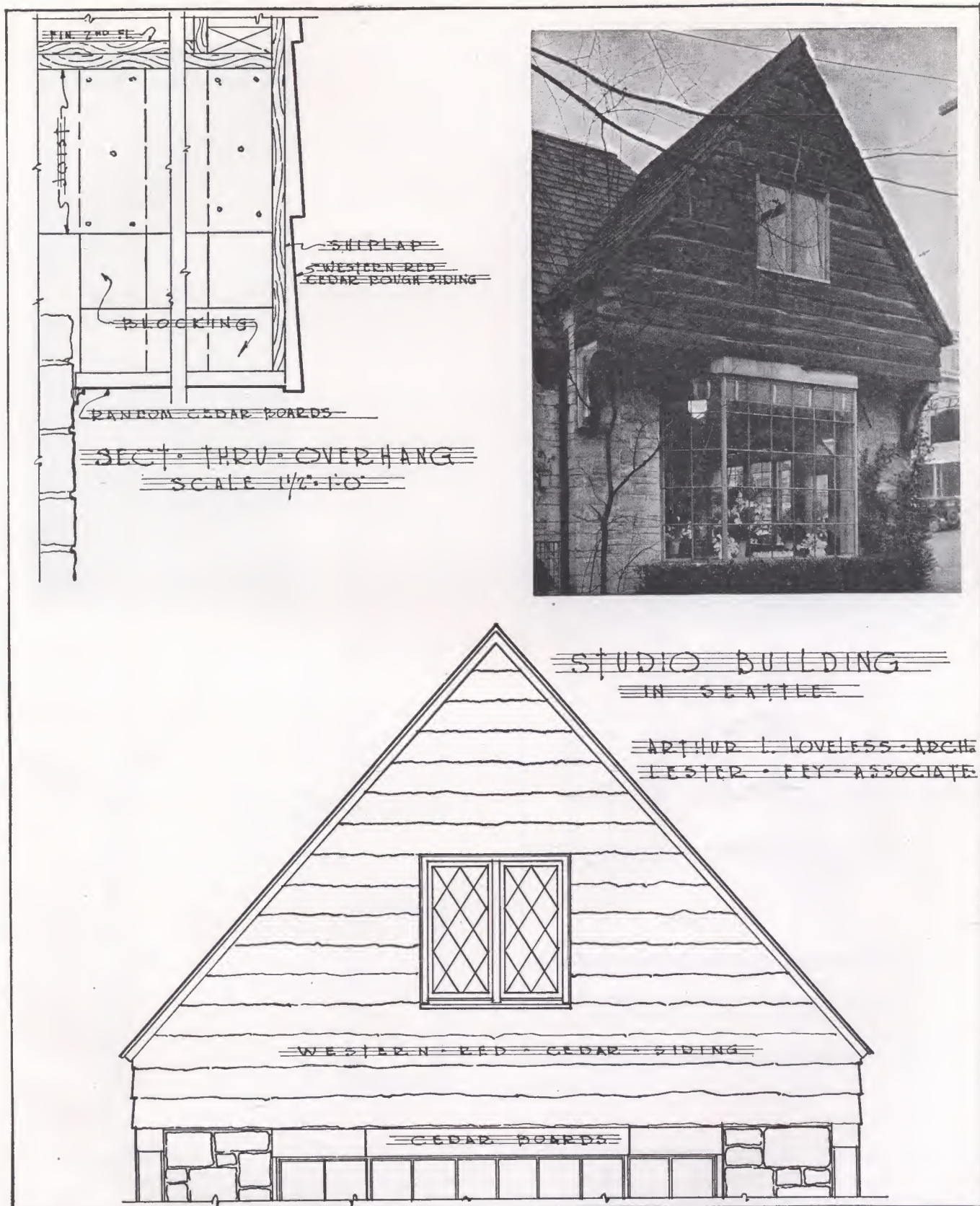
RESIDENCE IN SEATTLE

WILLIAM J. BAIN, ARCHITECT, A.I.A.



BOARDS AND BATTENS

Beveled siding, vertical boards and moulded battens give an interesting combination of horizontal and vertical lines.

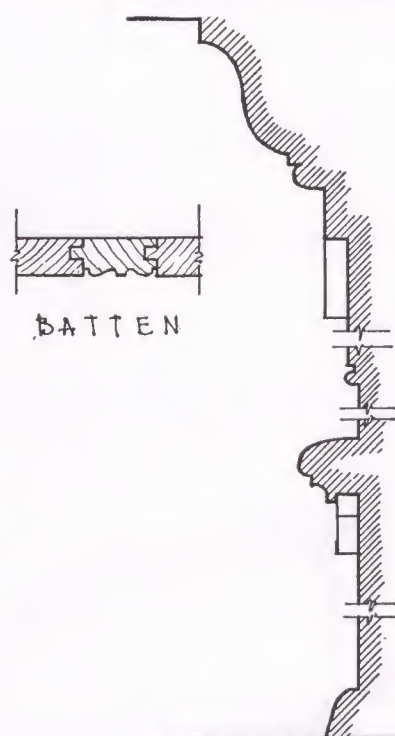
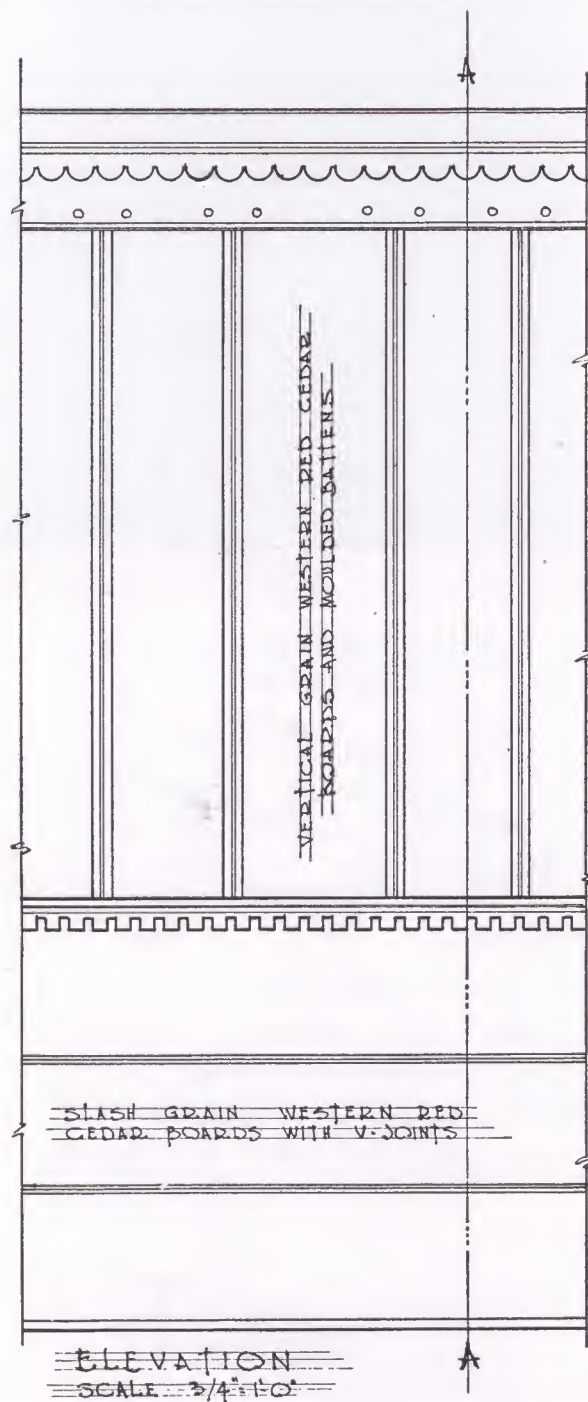


OVERHUNG GABLE

Details of characterful treatment of bracketed gable

TYPICAL DETAIL OF HORIZONTAL
AND VERTICAL WESTERN RED
CEDAR WALL SHEATHING

GEORGE WELLINGTON STODDARD
ARCHITECT A-I-A

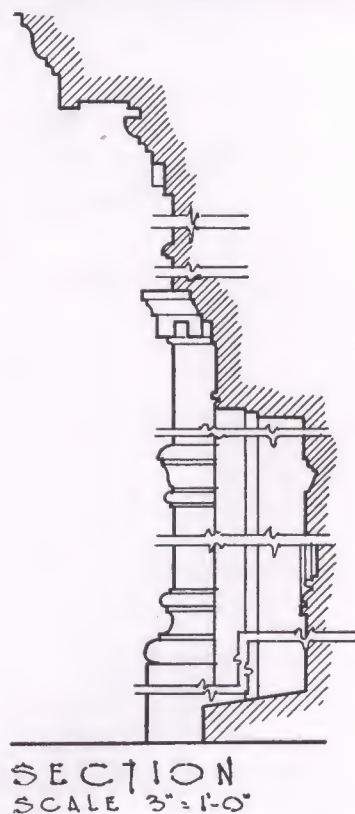
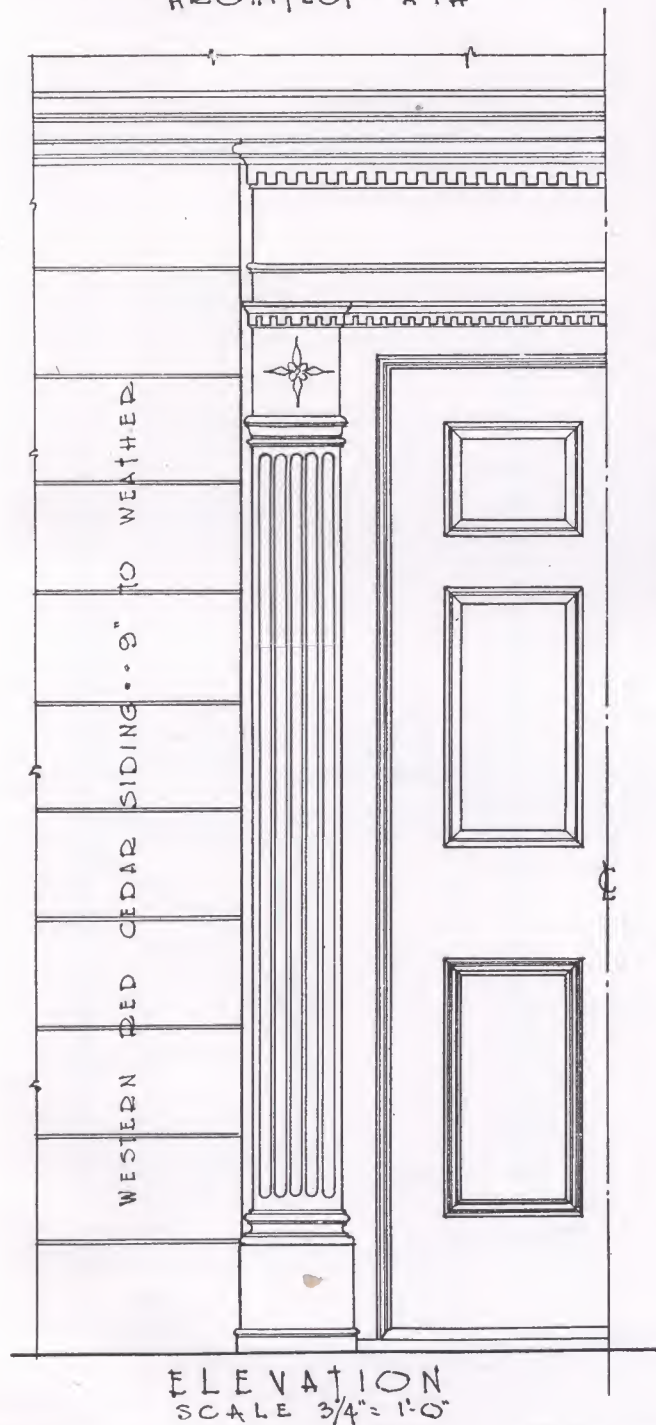


INTERIOR WALL PANELING

Vertical and horizontal red cedar boards with grooved battens produce this rich effect

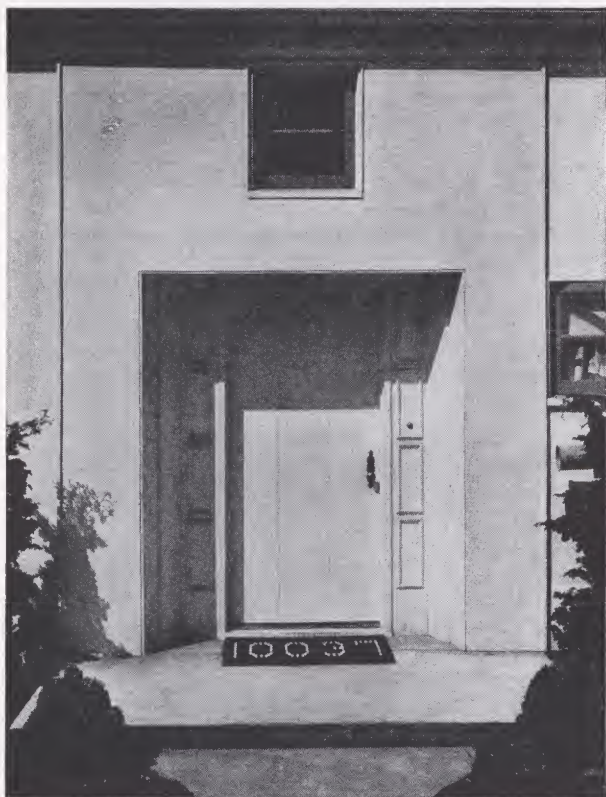
DETAILS OF A WESTERN RED CEDAR COLONIAL ENTRANCE⁴

GEORGE WELLINGTON STODDARD
ARCHITECT A-1A



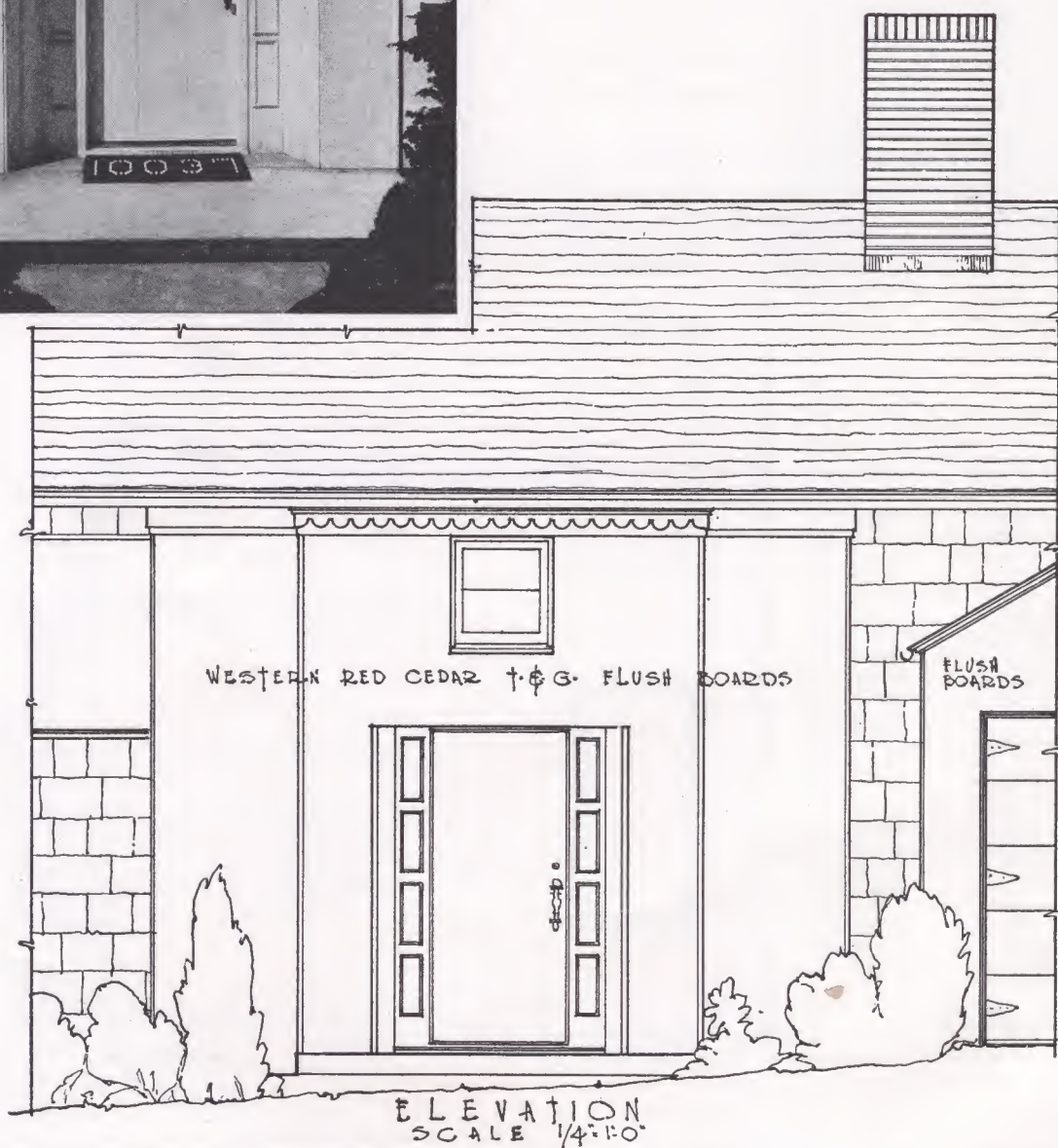
COLONIAL ENTRANCE

Impressive dignity is expressed
in the well-detailed entrance by
George Wellington Stoddard, architect



HOUSE AT BLUERIDGE

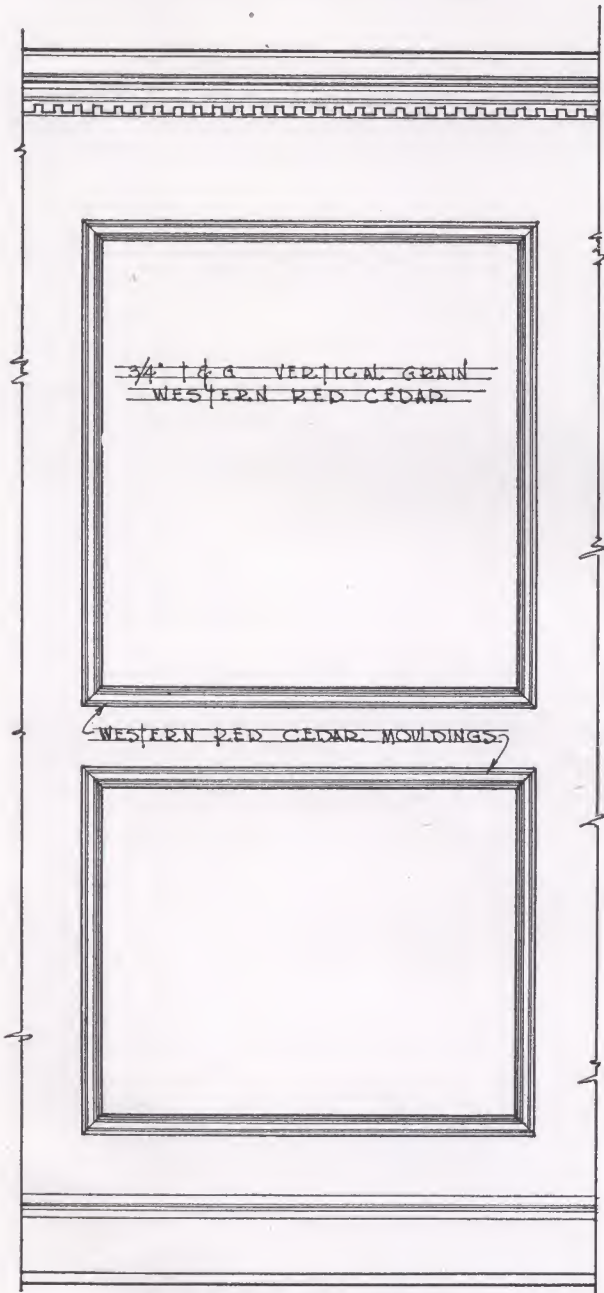
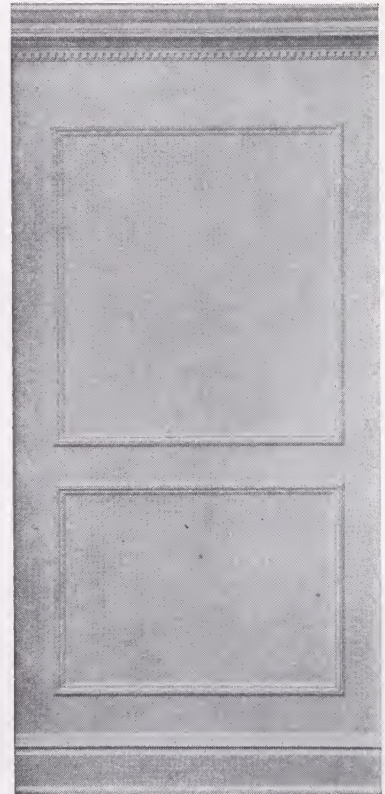
GEORGE WELLINGTON STODDARD
ARCHITECT A.I.A.



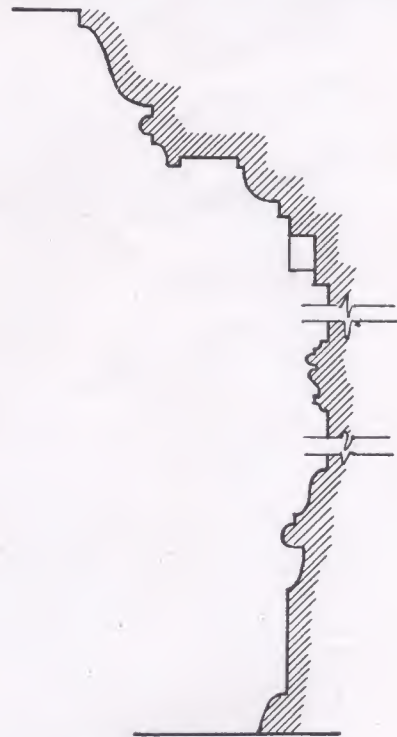
MODERN HOME ENTRANCE

TYPICAL DETAIL OF
WESTERN RED CEDAR
WALL PANELLING

GEORGE WELLINGTON STODDARD
ARCHITECT A.I.A.

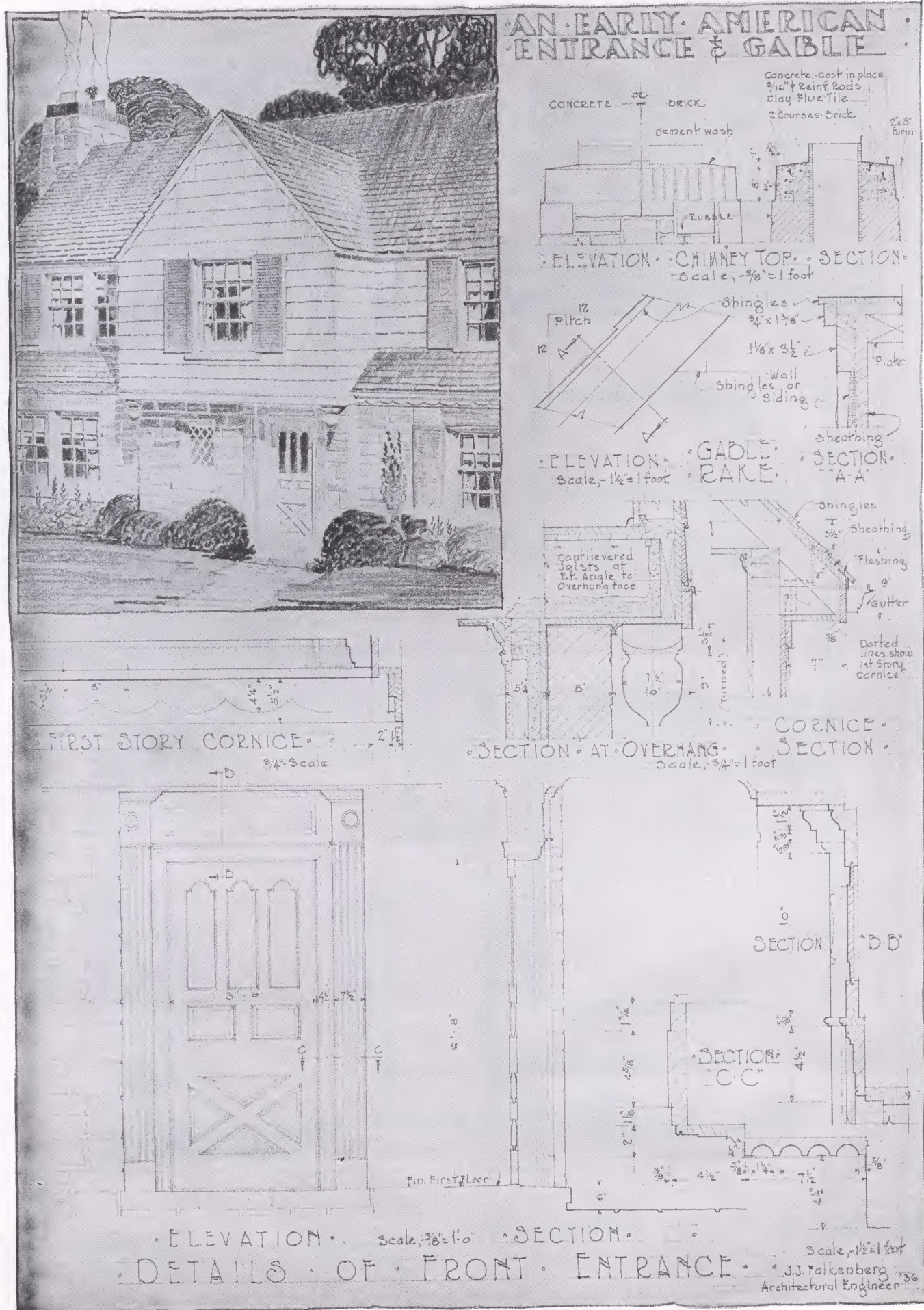


ELEVATION
SCALE 3/4" = 1'-0"



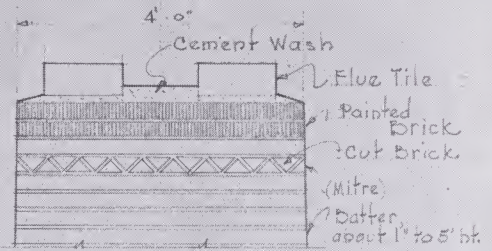
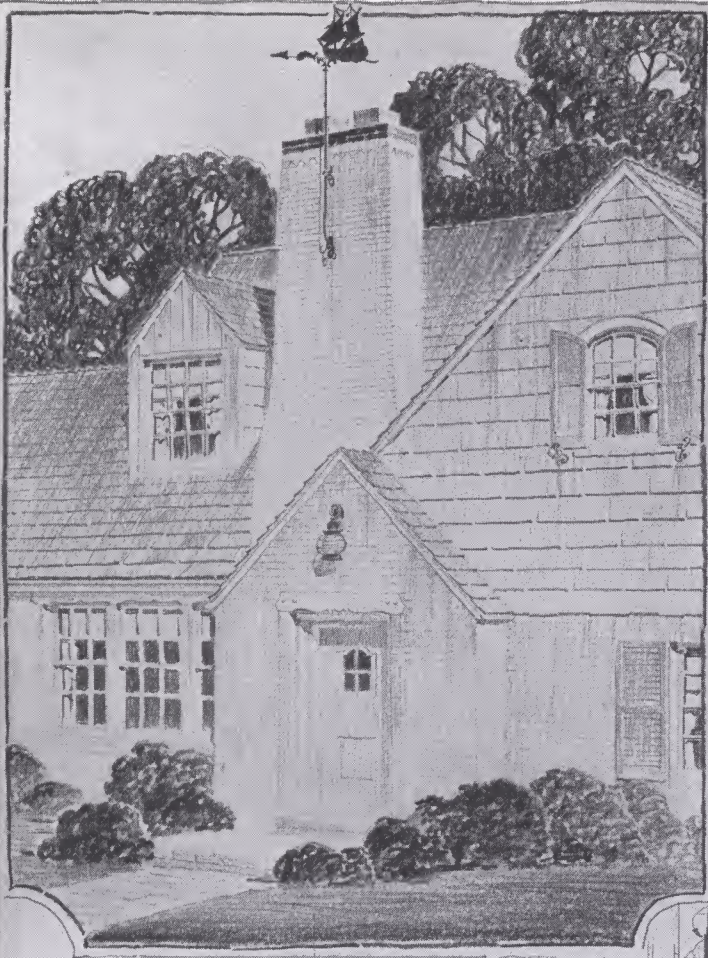
SECTION
SCALE 3" = 1'-0"

INTERIOR WALL PANELLING

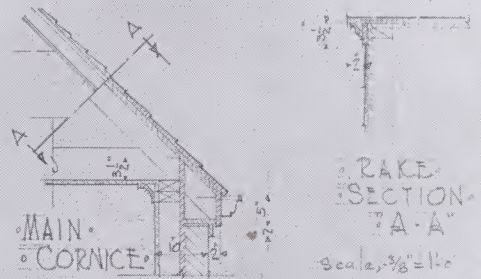


AN EARLY AMERICAN ENTRANCE AND GABLE

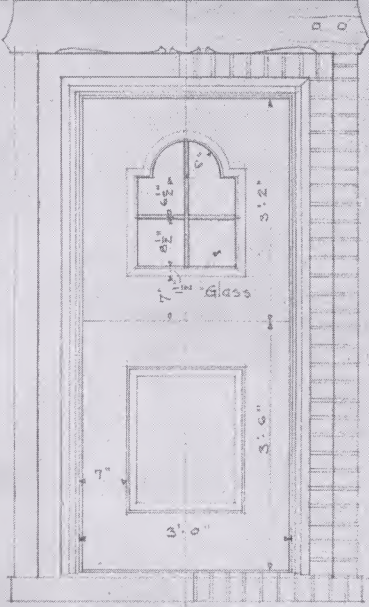
EARLY AMERICAN SHOWING ENGLISH ORIGIN.



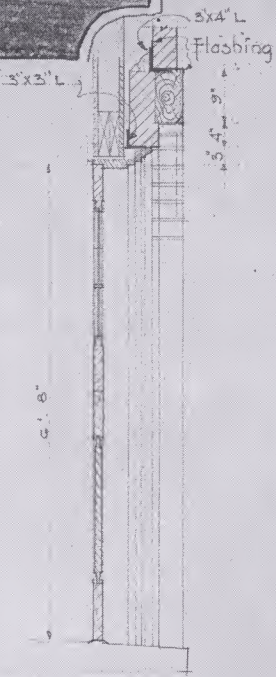
ELEVATION OF CHIMNEY TOP.
Scale, $\frac{3}{8}'' = 1'-0''$



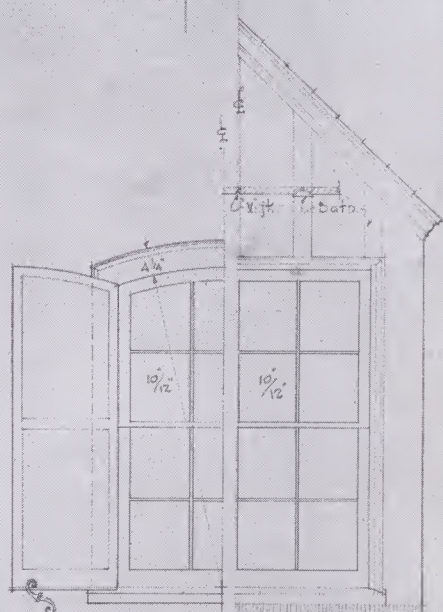
RAKE SECTION
A-A
Scale, $\frac{3}{8}'' = 1'-0''$



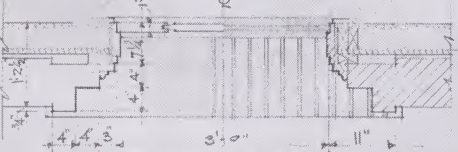
ELEVATION



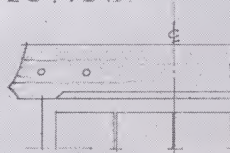
SECTION



1/2 ELEVATION
GABLE WINDOW
1/2 ELEVATION
DORMER
Scale, $\frac{3}{8}'' = 1'-0''$



DETAILS OF ENTRANCE
Scale, $\frac{3}{8}'' = 1'-0''$



SINGLE

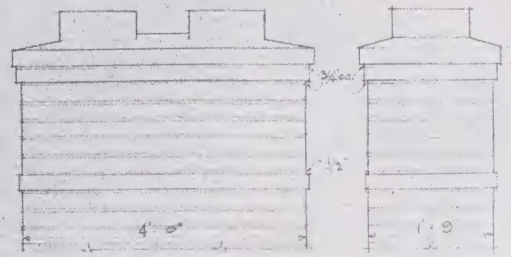


MULLION

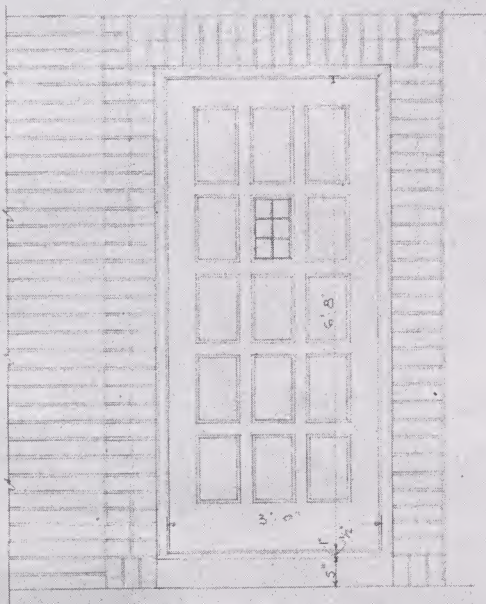
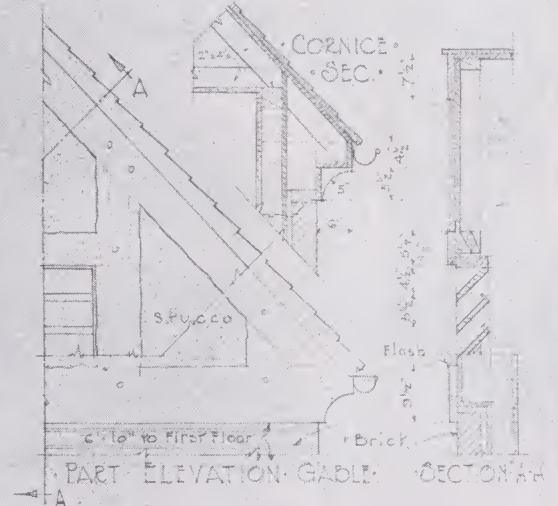
ELEVATIONS FIRST STORY WINDOW HEADS
Scale, $\frac{3}{8}'' = 1'-0''$

J. J. Falkenberg, Architectural Engineer.

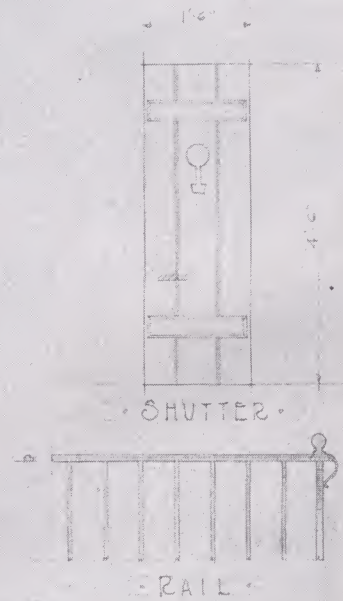
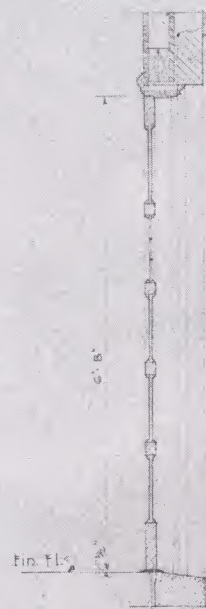
ENGLISH BRICK AND HALF TIMBER



• SIDE •
• END •
• 3/4" SCALE ELEVATIONS OF CHIMNEY •



• ELEVATION •
• DETAILS OF FRONT ENTRANCE •

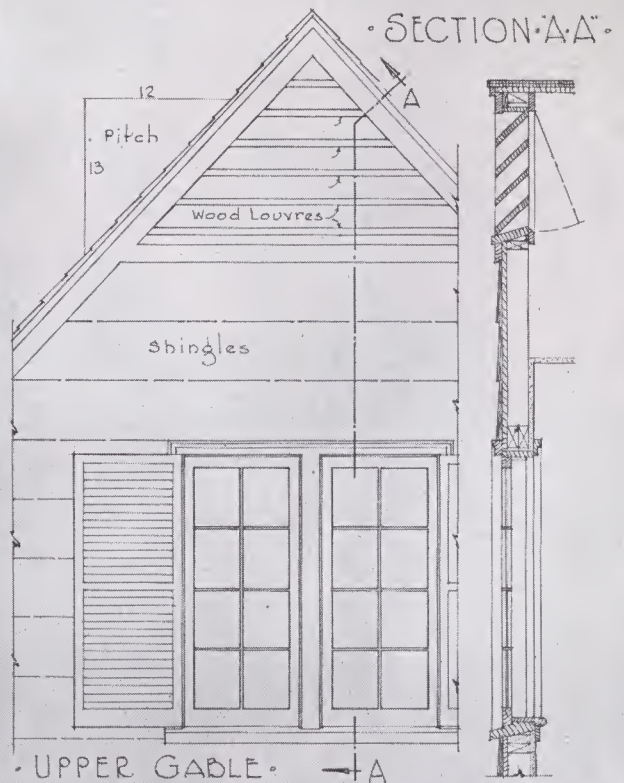


scale, 3/8" = 1'-0"

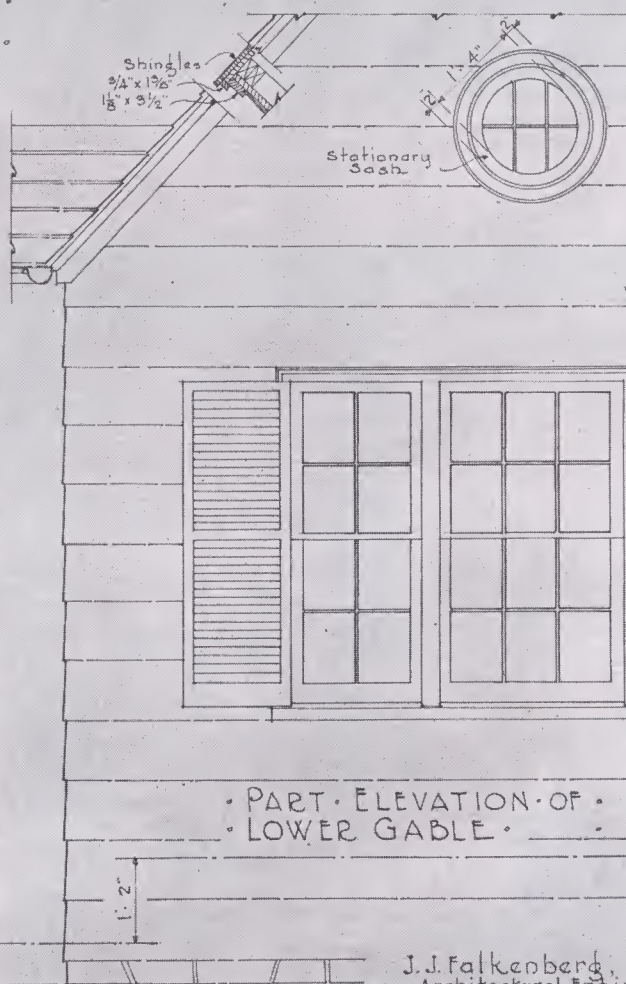
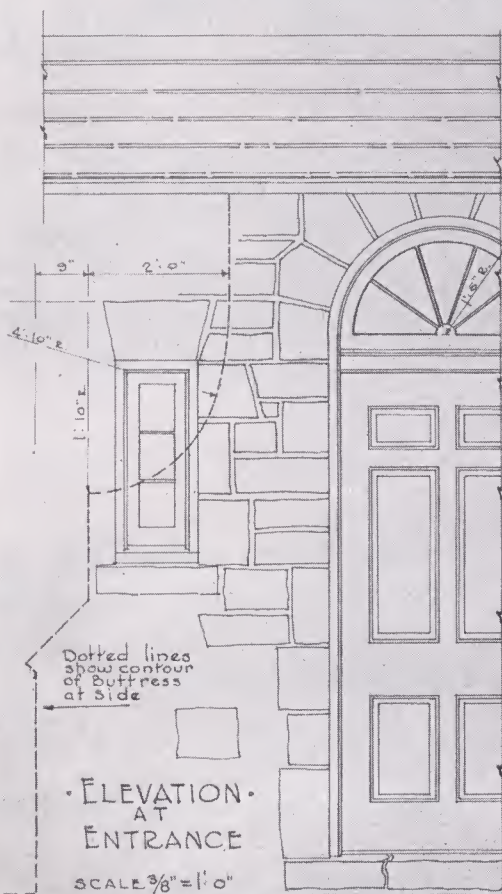
J.J. Falkenberg, 1936
Architectural Engineer

ENGLISH BRICK AND HALF TIMBER

STONE & SHINGLE.



EARLY AMERICAN DETAILS
ON A MODERN BUNGALOW



J. J. Falkenberg, -1936
Architectural Engineer.

STONE AND SHINGLE SIDING

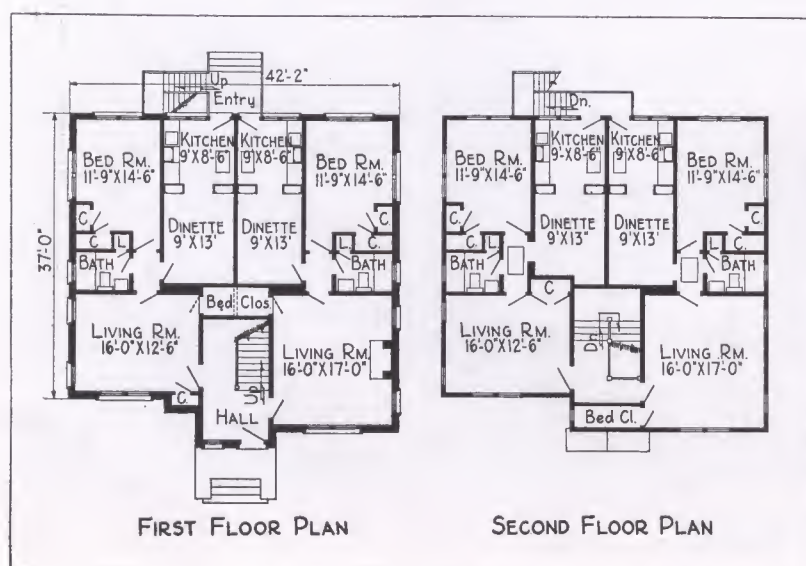


CHAPTER VII—MORE THAN ONE FAMILY

INCOME PRODUCER

J. Peyton McKay Apartments
Jackson, Miss.

FOUR 3-room apartments of modern layout and high efficiency are built into this home-like structure. Brick veneer for first story and siding above cover a stud frame. There is no basement. Winter heat is provided by gas burning floor furnaces in each apartment. Summer cooling is effected by means of Emerson Exhaust wall units and a Reed attic ventilator. Laundry facilities are in garage at rear. First floor closets provide for extra bed storage.



Architect—White's Lumber Yard
Design Dept., Russell E. Hobgood, Mgr

Contractor—L. T. Nicholas

Materials furnished by
White's Lumber Yard, L. C. Gilbert, Mgr.

Cost Complete—\$10,500.

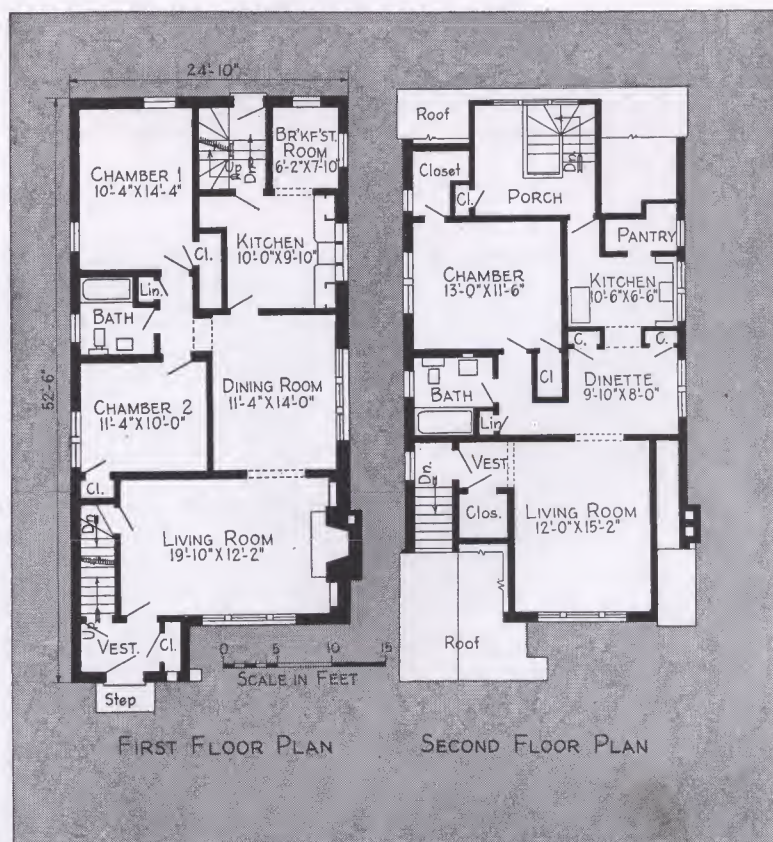


TWO-FLAT IN ENGLISH STYLE

**Charles A. Kristen, Oak Park,
Illinois, Architect.**

COST KEY is 2.276-154-1224-51-29-19.

HERE is a two-apartment building that looks like an old English cottage type home and which does not disturb the harmony of a street of single-family homes. Architect Kristen has given this Oak Park dwelling the charm of the popular English style by using a combination of stone trimmed brick with stucco and half-timber in the front gable. The plans at the right show two compact and economical floor layouts—first floor having five rooms, bath and breakfast nook; the second, a three-room, kitchen-dinette arrangement with in-closed rear porch and plenty of storage space.



Chicago Gets Modern Duplex Type Building

**Construction Started on City's
First Recent Large Apartment;
Tenants Listed for All Units**

HOW will future apartment structures be planned? This is a question of interest to those who were once concerned with this phase of building. Revival in the field will come of course when rents reach the level at which new construction again proves a profitable investment. Present conditions make it necessary to utilize certain economies of design and, furthermore, something different must be offered tenants to obtain rents above today's level.

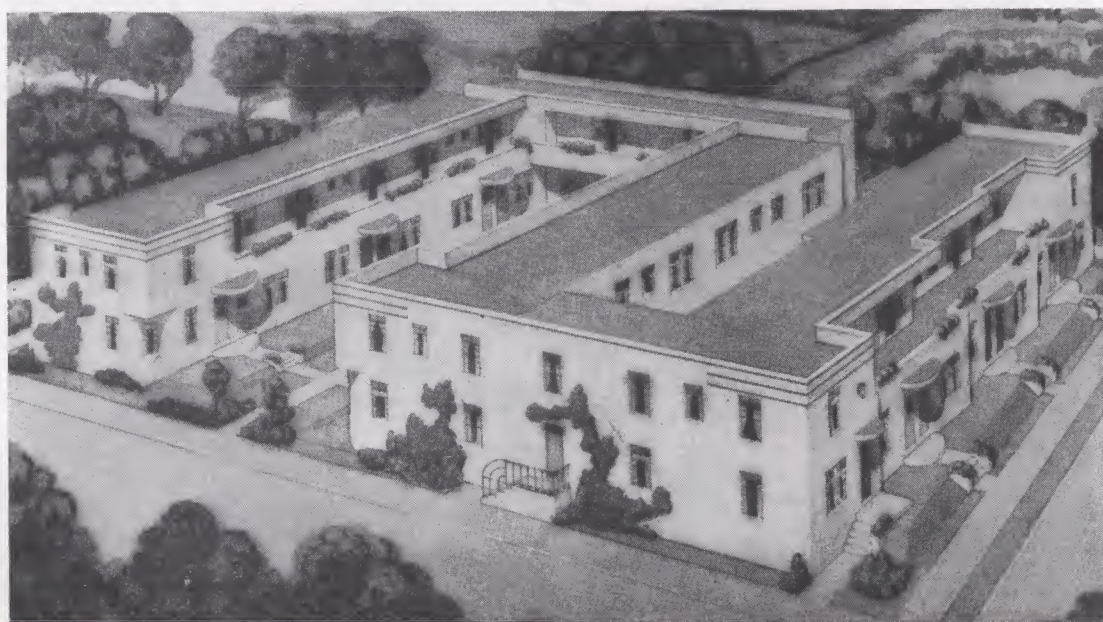
The building shown on these pages seems to have accomplished these points. This twenty-two unit structure is being erected in the Beverly Hills district of Chicago for the Beverly Hills Building Corporation. Fifteen of the smaller apartments have a dinette-kitchenette and living room on the first floor with the bedroom, bath and porch on the second. Distinctly modern in both exterior and interior appearance and planning, announcement of the project brought thirty-two applications for the twenty-two units before the work was scarcely under way. Rentals for the three room size will be \$65.00, larger units are correspondingly higher—rentals above the average prices which now prevail for these sizes. The site is valued at \$20,000; the building is to cost \$70,000. With 100 per cent occupancy assured, the costs are within necessary limits and prospects are for increasing revenue.

The exterior of the building will present broad sur-

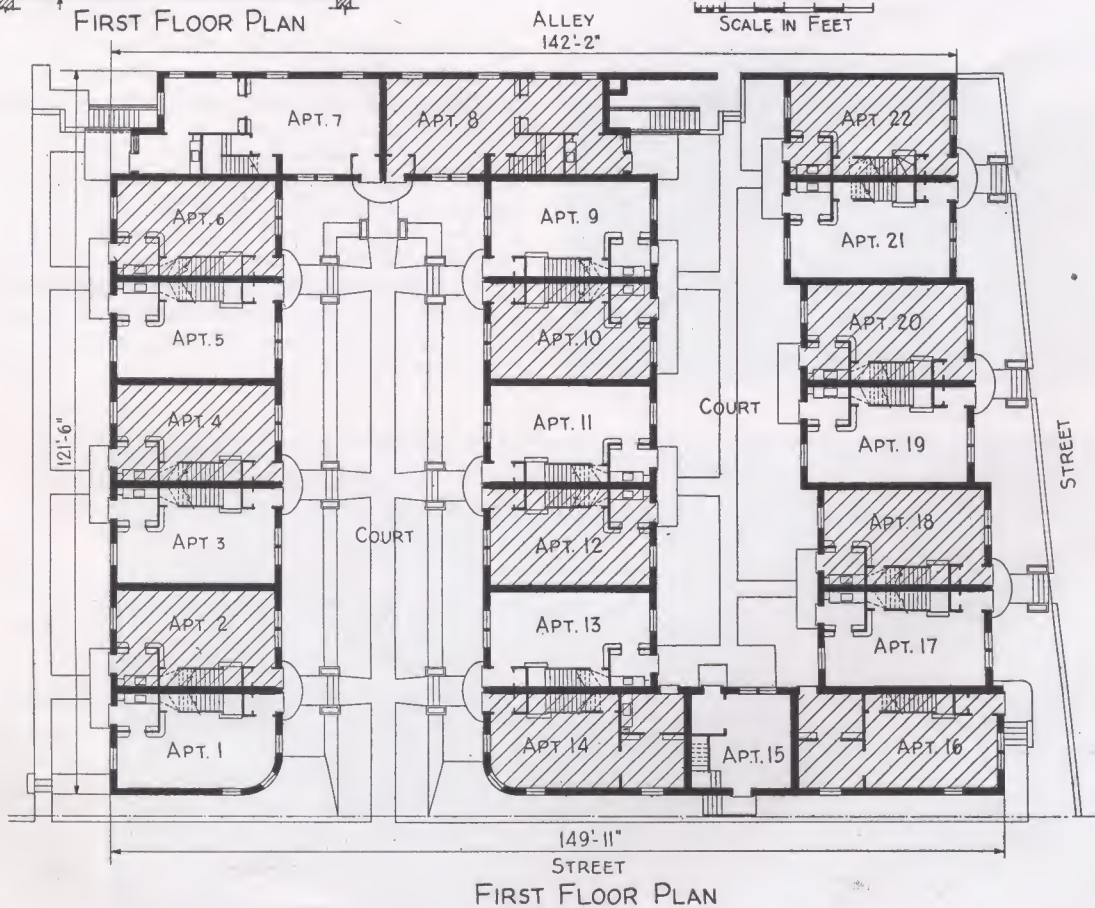
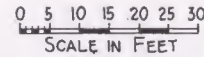
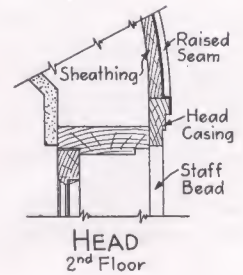
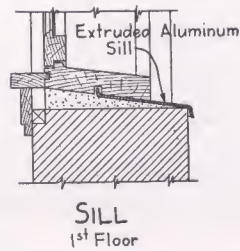
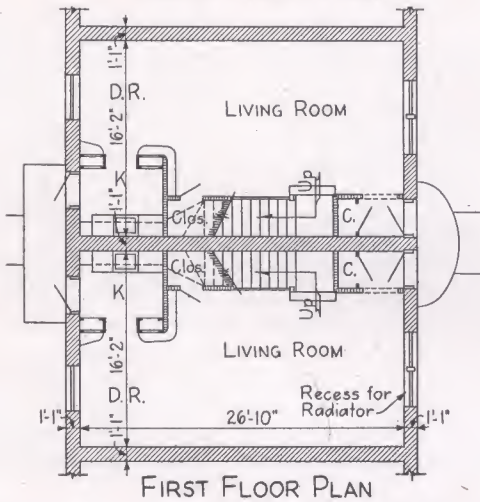
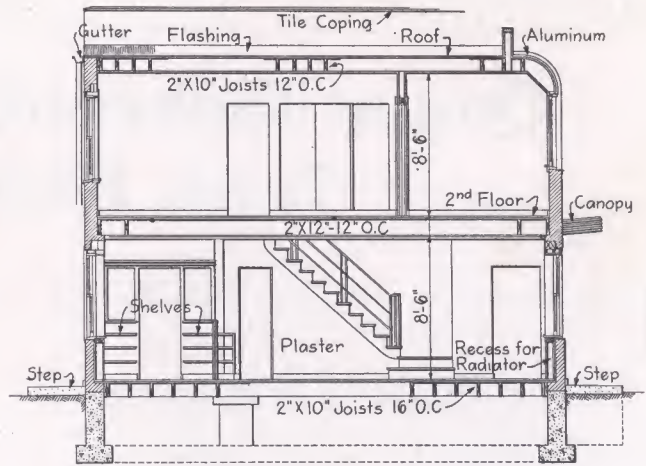
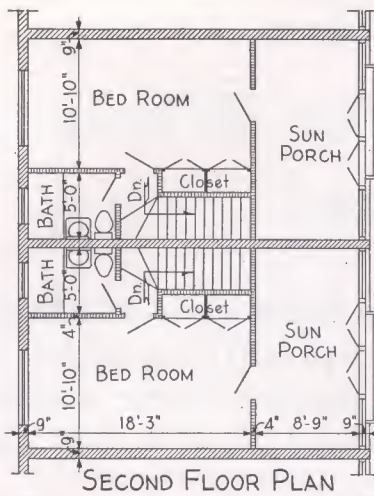


CONSTRUCTION view of court units in Beverly Hills project. Note separate entrance and covered sun porch for each apartment.

faces of common brick, painted white; aluminum wall copings and canopies emphasize the light tone of the modern design; painted entrances, bright flower boxes and landscaping are to provide the color. Plans on the opposite page show separate entrances to each of these two-story apartments. Light and cross ventilation, recessed radiation, modern metal handrails for interior stairways, compact kitchenettes, and large sun porches on the second floor are among the outstanding design features. According to Mr. Quinn, of Quinn and Christiansen, Chicago architectural firm and designers of the building, construction economies were possible by utilizing proper planning. This included using 8-inch brick walls due to 2-story units, whereas 3-story buildings require 12-inch walls; large property area for the relatively small number of families allowed for basement under about only one-third of structure, this space providing for two laundries, two storage rooms and boiler room. Grouping of kitchens and baths reduced plumbing stacks; symmetrical units made it possible to have the kitchen equipment, stairs, etc., all one standard size. Also specified were a minimum number of types of windows. Ecod metallated fabric as plaster base applied to furring serves as insulation. The general contractor is Samuel Goldberg of Chicago; the project is scheduled to be completed about midsummer of this year.



PERSPECTIVE of building as originally planned with open second floor terraces. Plans and details on opposite page show modern planning throughout.



CHAPTER VIII—MODERNIZING

Quaint Dickeyville—"The Whole Town Modernized"

HERE is a modernizing story that carries this much talked of subject to the ultimate degree: a whole town modernized and re-built. What is more, it is being done on a practical profit-making basis and each house is modernized to order for the new home owner.

Five miles west of Baltimore's City Hall the little community of Dickeyville nestles in a pleasant valley. For years this historic little town has been dormant. It is one of the oldest communities in America, dating back to Revolutionary times.

Here was an ideal, quiet home community within easy reach of a large city. But modern city dwellers would not live in an ancient plumbing-less dwelling no matter how quaint and charming the community might be.

Arthur Lee Hoff, real estate man, builder and agent for the Maryland Title Securities Corporation of Baltimore supplied the answer. He decided to completely re-build Dickeyville, retaining its historic charm and providing modern comfort and conveniences for city dwellers he would lure out into his country community.

Before



Historic town near Baltimore being completely re-built into a quaint modern home community. Modernized houses sell quickly.

Work was started last fall. At that time there were about eighty houses, two large mansion houses and three old mills which were located at a rambling stream known as Gwynns Falls. The property was within the city limits and water and sewer were available. A street car line was near by. In addition there were many suburban and rural advantages including a fine golf course near by. It required vision to go ahead with such a project. It was not until the middle of the summer that the remodeling work was far enough along for the public to see and understand the plan. Even so, four sales were made before the formal opening in September. Since that time nine more modernized houses have been sold and more recently sales have been averaging one a week.

The work is being done by Hoff and his associates themselves. The only subs are plumbing, heating and roofing.

The modernizing of the houses is being done in a very complete and thoroughgoing manner. The re-built constructions call for slate roofs, heavy insulation, tight weatherstripping, oil heat, at least two bathrooms and in most cases two car garages.

The dominant objective is to retain the charm and beauty of quaint Dickeyville at all times. The results achieved with some of the old structures have been truly amazing. Many of the old houses were box like, flat roofed structures with no character whatever. The basic structures, however, were sound and there was much heavy stone work which could be utilized. The "before" floor plan shown above is typical of many of the old

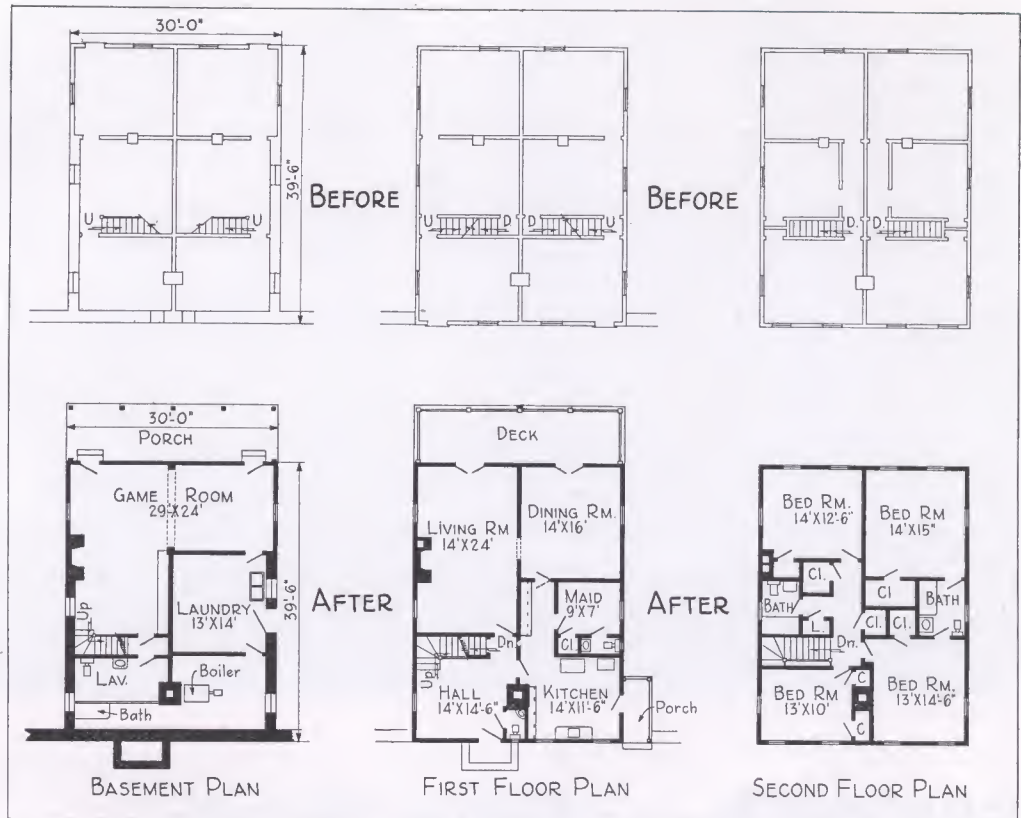


After

THE ancient square type structure above was modernized into the lovely Colonial below. Much of the old structure was saved but was completely altered and made to face a different direction.

Floor Plans

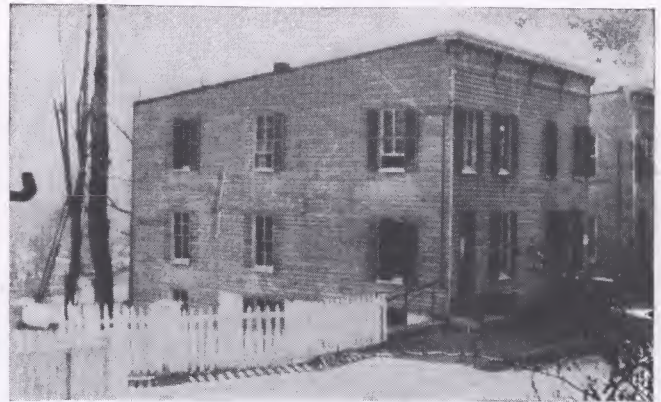
BEFORE and after plans of the house below show how to take an old fashioned plan, transform it into a good looking modern house. The before plan at top is typical of many of the old Dickeyville houses and is the same as the old house on the opposite page.



houses. The manner in which the awkward rectangular arrangement was transformed into livable, quaint colonial homes is interesting and illuminating. The modernized structure is provided with remarkable spacious quarters.

Modernization of Dickeyville suggests great possibilities for builders and real estate men in other communities. The venerable trees and shrubbery of this town, as well as its quietness, historic setting and rural comforts cannot be reproduced in any modern subdivision. By obtaining complete control of the town and subjecting it to a systematic rebuilding and modernization, the builders are able to make all of these lovely settings available to home owners together with comfortable modern homes at very low cost. There is much to be said for the claim of Arthur Lee Hoff and associates, "Dickeyville—the most interesting development in America."

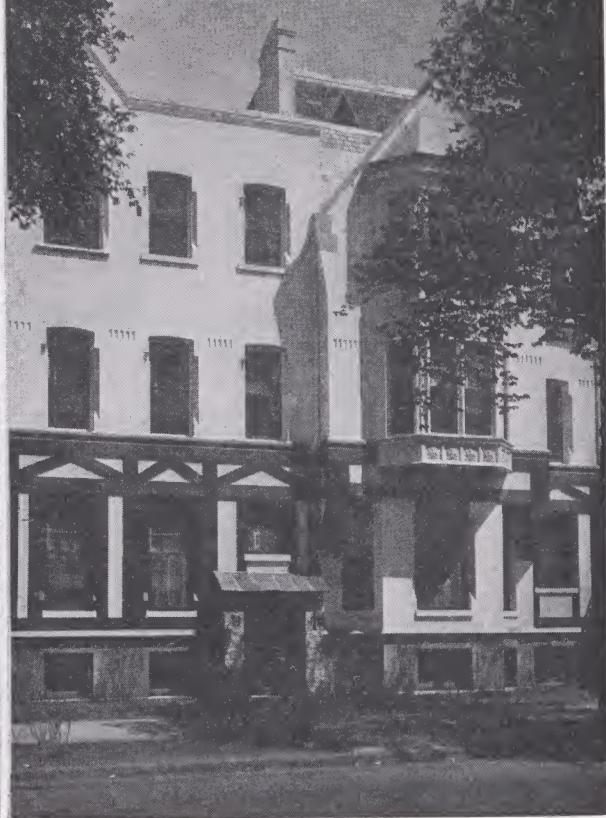
Before



After

THIS modernized Dickeyville home is a commodious Colonial with great charm. Basic frame work of the old structure was retained but the house is given modern livability. The quaint Colonial character of the community was retained in all of the modernizing operations.





\$28000 Remodeling Boosts Rents from \$600 to \$11000

A MODERNIZING project recently completed in Chicago again demonstrates the economic soundness of reclaiming buildings which are apparently beyond salvage. The two fifty-year old homes shown above occupied a good location north of the loop business district—at one time a fine residential neighborhood and now a convenient section for studio apartments.

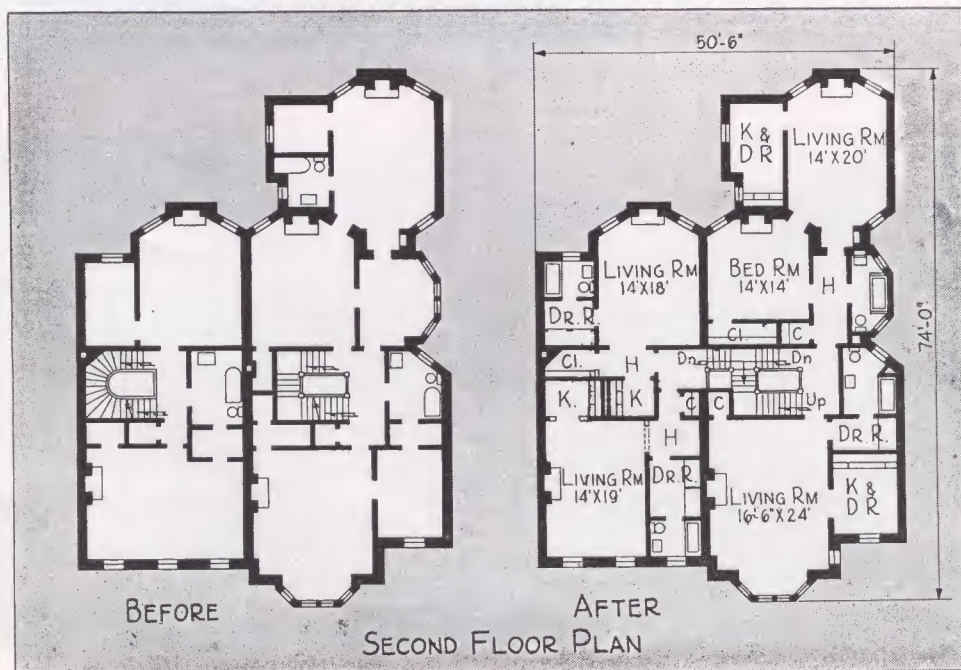
Early this year a syndicate formed by Cook and Jackson, Inc., a firm which has had considerable experience in modernization work, bought this property. The old

mansions were at that time being used for low-grade rooming houses and were in a run down condition, as indicated in before bathroom picture on opposite page. However, they had been unusually well constructed; good materials had withstood years of hard wear. These factors, together with an interior layout which could be suitably altered, made them ideal for rehabilitation.

Frederic B. Schmidt, architect, and Richard Powers were responsible for the planning of the job and A. L. Jackson Co. was the general contractor. Accurate cost

estimates and reuse of as much old material as possible are important points for the builder; experience in this type of redesigning is needed by the architect so that unnecessary changes can be avoided.

The property is divided into fifteen apartments—ten one-room kitchenettes, four two-room units and a four-



LEFT: Before and after plans show changes made in remodeling old houses into apartment building; no bearing partitions were removed. **RIGHT:** Old balustrades were salvaged and reused. "Before" view of bath indicates typical conditions; completely changed appearance is seen in "after" picture.

ON OPPOSITE PAGE: The illustration on the left shows the apparently hopeless condition of the two fifty-year old Chicago houses before modernizing. Four months later remodeling has converted these wrecks into an attractive apartment building with a half-timbered front, shown at right.

RIGHT: Attractive living rooms are modern in decoration; wood-burning fireplaces are a feature in the new studio apartments. Rents range from \$35 to \$75, a total yearly revenue of about \$11,000. Previous income as rooming houses was \$600 a year; modernizing costs, \$28,000.



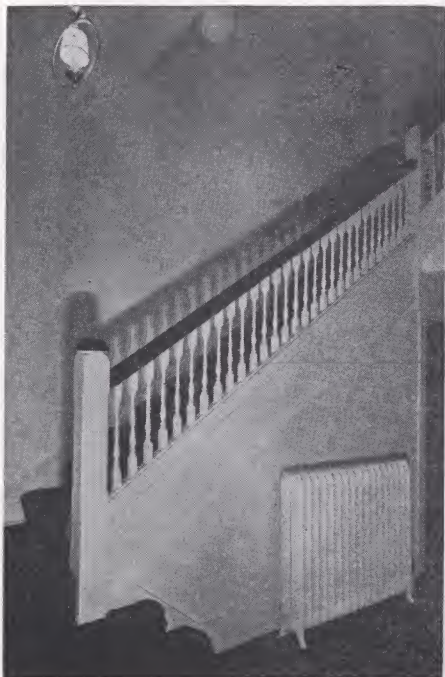
room combination. Numerous fireplaces in the old houses made it possible to feature them in the new studio living rooms. The interiors are modern in style and equipment; dressing rooms are provided in the smaller units.

In making the interior alterations, no bearing partitions were removed and no extensions for extra space were added. Much of the original millwork was salvaged—the balustrade in the hall shown below was reused. A simple treatment of the painted wall surfaces, carpeting and light fixtures gives a clean-cut appearance. The halls and stairways were eliminated from one of the houses, the present halls having an entrance placed at grade level. Many of the old floors were still in a fair condition after years of hard wear; a sanding and refinishing job completely restored them for further service. All of the plumbing and wiring were torn out and re-

placed with modern equipment. The heating system required a new boiler installation.

Exterior changes were relatively simple. A dormer was replaced by extending the front wall across the third floor of the west building and the old entrances removed. Dark-stained, half-timbered treatment across the lower floors ties the exteriors together; white paint further unifies the front and suppresses the effect of old ornament. The result is dignified and restful.

Remodeling costs amounted to \$28,000, the project taking about four months to complete. When finished, the building was completely occupied at monthly rentals of \$35 to \$75 a unit, making a yearly total slightly under \$11,000. The revenue before modernizing was \$600 a year and the property assessed at a value of approximately \$10,000. These figures definitely show the possibilities of carefully planned and executed modernization.



Profits in Veneer Modernizing

Thin Brick Slabs Used for Remodeling Homes and Commercial Structures Found Satisfactory by Builders in Cleveland

INCREASING use of thin brick veneer for modernizing has brought out a number of interesting mechanical developments that simplify and speed up application. General advantages of the method lie in the fact that the light-weight thin veneer can be "hung" on existing walls. It also eliminates digging and foundation work, cutting and building up through porches, and changing eave lines.

Accompanying illustrations show one application of a thin veneer known as Brik-Lok. Most of the applications to date have been in Cleveland, where a number of contractors have specialized in the work and are said to have found it satisfactory from a profit standpoint. Other applications are reported all the way from

New York City to western Indiana.

Each Brik-Lok slab has the face dimensions of a standard brick, $2\frac{1}{4} \times 8$ ", and is $\frac{5}{8}$ " thick. A square, $\frac{3}{16}$ " groove along the top and bottom of each slab is fitted into a locking device that holds it to the wall. L-shaped corners, with standard $3\frac{3}{4}$ " returns are used. Sills of the same shape are made much heavier to provide more projection when placed in a rowlock course.

The wall is prepared for application by nailing vertical steel channels, $\frac{1}{4}$ " O. C. These channels are made of 22g copper-bearing steel, galvanized, then aluminum coated after they are formed by punching extruding tongues that lock into grooves of the slabs before mortar is applied. Spacing of these tongues automatically provides a $\frac{3}{8}$ " horizontal mortar joint.

An advantage claimed for the method is that the vertical channels are self-furring over lap or novelty siding, or over shingles.

Preparatory carpenter labor includes plumbing of walls, furring out low spots, leveling high points to a common plane, moving scaffold, application of building paper, and the nailing of channels. Average carpenter production is $1\frac{1}{2}$ to 2 square an 8-hour day. On most jobs to date all locking in, cutting, and mortaring was done by bricklayers, who average $1\frac{1}{2}$ squares a day. Incidental materials average \$3.00 a square.



ABOVE, before and after views of remodeled Cleveland residence.



BELOW, mortar is being applied to brick slabs that have been locked in place on vertical furring strips.

\$800 Wreck Plus \$4200 Rebuilding Creates House Worth \$6500

SOME house modernizing jobs are undertaken to make the property more livable according to present standards; other remodeling projects can be considered in the investment class, the worth of the property being increased by the additional outlay. The pictures on this page show a modernizing of the second nature—the value having been increased \$1,500 above the total cost.

The old wreck which Murray Ferguson, contractor in Sidney, Ohio, had to start with was no worse than many old derelicts found throughout the country. However, the lines were fairly good, much of the structure still sound, and interior arrangement capable of being changed to give a good floor layout.

The before picture was taken after the old-fashioned porch which extended around two sides had been removed, a feature commonly found on houses of this type. At present there is a neat front entrance and vestibule with a side porch opening off the living room. Landscaping, paint and blinds dress the exterior.

A large living room with Colonial fireplace was made out of two smaller rooms. Modern kitchen and nook, dining room, den and washroom occupy the remainder of the first floor. Four bedrooms, large bath and plenty of storage space are arranged compactly on the second floor. It was found necessary to move only a few in-

terior partitions; old woodwork throughout has been brightened up with enamel. New maple floors, linoleum or carpet have been laid in each of the various rooms.

Water softener, hot water heating system, laundry tubs were installed in the basement. Also included in the \$4200 remodeling cost was the repair of the barn seen in the lower picture.

On the job Contractor Ferguson has succeeded in not only making this old wreck livable once more but has also increased the value of the property from the purchase price of \$800 to the present value of \$6500.



RIGHT: Old house bought for \$800; porches have been already removed. Below: \$4,200 modernizing job completed, this now attractive property is valued at \$6,500, an increase of \$1500 over total cost.



Magic Touch Improves Building

IN San Francisco there is a distinct trend toward remodeling older but well-built buildings so that they may continue to attract such tenants as will bring in a steady and profitable revenue. There is little land left in the city by the Golden Gate upon which to build in the downtown area. This makes it a choice between wrecking a building before new construction can begin or remodeling the old.

Such was the situation with the four-story apartment house, owned by Howard McGurrin, which occupies a prominent gore corner, 151 feet on Market street and 183 feet on Fourteenth street. The building, although finished in 1906 just two weeks before the San Francisco Fire, was well built in the first place and has been well kept up. It is in a location which has improved in value as the years advanced. The problem was to make it as up-to-date in appearance as some of its newer neighbors.

After consultation with the contractor, J. S. Malloch, it was decided to stucco the building and bring it up-to-date in lines. Often when old buildings are stuccoed the original lines of the building are followed and the full benefit of the remodeling is not obtained. Since cornices and broken lines are not used in the modern, streamline building, their removal thus affects the metamorphosis which is desired.

The belt courses which ran around the building between the third and fourth floors and the overhanging cornices were removed on this apartment house so that the building would present the straight streamlines which are so popular today.

To modernize the bay windows mouldings were used on the corners extending the length of the three top floors, thus giving one continuous line. This also has the effect of increasing the height of the building. An ornamental band of plaster was used at the top of the build-

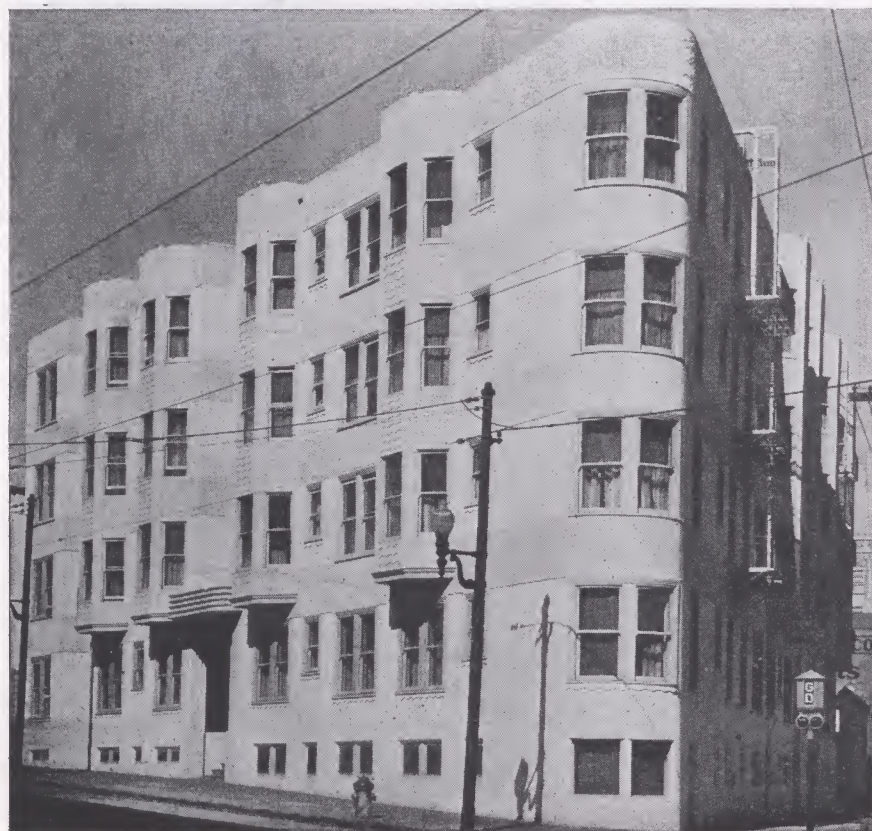
ing with harmonious decoration below the bay windows. These three circling bands gave the building width.

The entrance to the building was changed in harmony with the new lines and a narrow, overhanging cornice of plaster was built out a few feet over the street.

Treated in this manner the completed job has brought much favorable comment. It has helped to improve the appearance of the neighborhood, besides increasing the value of the property, itself.



ABOVE—Built in 1906 on Market Street, San Francisco, this old timer had to be restyled or torn down; it was modernized.



CONTRACTOR J. S. Malloch produced this good looking apartment building by clearing off cornices and finishing the exterior with stucco and paint.

THE WORKSHOP on the first floor of the Yale Apartments was the center of operations during modernization of this building. Power equipment for salvaging seen at the right; note the floor sanding machine mounted upside down used for resurfacing trim.

POWER SHOP EQUIPMENT SPEEDS UP APARTMENT MODERNIZING

THE ORIGINAL solid bronze hardware was usable after years of service. However, it was first necessary to remove the many layers of paint, repolish it and finally spray with lacquer. W. G. Michel is seen at the right doing this latter operation.



THE IMPORTANCE of good planning—both as to the completed project and the methods used to do the job—are emphasized in a recent apartment modernizing program now being completed to rehabilitate the Yale Apartments in Chicago. William G. Michel and Raymond Sovet, two enterprising young contractors with a background of practical experience and talent, are in charge of the work. The former has been chiefly concerned with the designing and replanning of the interiors; the latter's specialty is with the heating and re-equipment phases of the work; together they have devised numerous time- and money-saving methods.

First floor space which had formerly been used as a club dining room was changed into a workshop handily located in the building. Here power equipment was set up and subsequently this spot became the center of operations. (See illustrations above.) Most of the original

wood trim in the building was prepared here for re-use. This involved the use of a planing and sanding machine, inverted on a block base, to remove paint and blemishes from the trim; by this process all trim appeared like new. The doors were of quarter sawed white oak and to completely refinish these was thought to be a good investment. A steel tank large enough to contain eight or ten doors at a time and partly filled with paint remover was used to strip the doors of many coats of paint, varnish and dirt. After this "strip bath" they were washed, sanded, stained, then varnished. These doors look new and represent a considerable saving. The windows were refitted and equipped with Chamberlain metal weather stripping, the sash ropes being replaced by chain.

The original bronze hardware was used on the job. This presented at first a real problem; finally a process of rejuvenation was developed where the hardware was

MODERNIZED BUILDINGS ARE MORE CHEERFUL, LIVABLE, SALABLE



ABOVE: Top view shows typical kitchen which before remodeling was large and badly outmoded. The completely modernized kitchens have steel cabinets over the sinks and built into the canvased walls, latest mechanical equipment and linoleum covered floors.

first soaked in a strong lye solution to remove the forty odd years' crust of paint and dirt. Following this, all hardware was polished on a motor driven buffer to its original luster, then sprayed with clear lacquer to preserve the finish. At times it was necessary to add to the original hardware such items as door stops, hinges, knobs, etc.

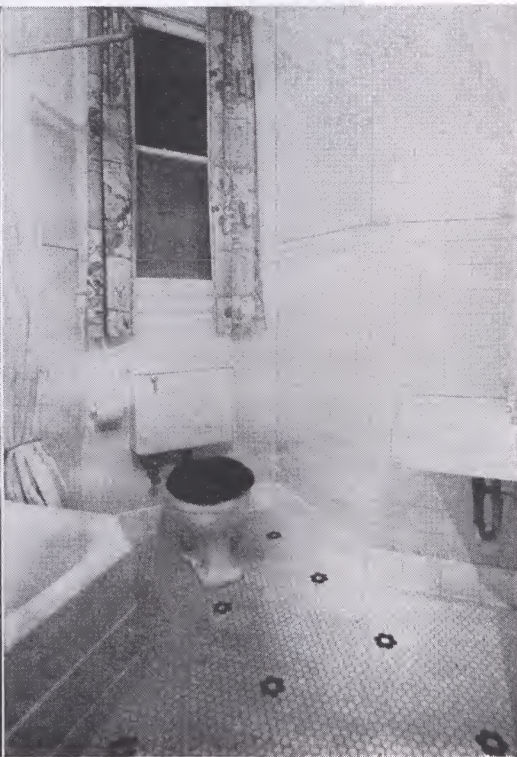
That gives some of the sidelights on the methods involved in this modernization; how the job was planned after considering basic features, the various steps in the process and the financial outlook for the property are told in this next portion of the story.

Located on the South side of the city, the building was erected in 1893, the year of the Columbian Exposition. The community consists of fifty per cent residences which, for the most part, are well maintained, twenty-five per cent apartment dwellings varying from twenty to forty years of age, which have been kept up to modern standards, and the remaining twenty-five per cent of modern structures built in the last ten years. Good transportation and shopping facilities are advantages of the location.

The building occupies an area 90 by 120 feet on a 100 by 140 foot lot. There is an enclosed court space in the center of the building 24 by 75 feet. This is completely housed over on the sixth floor with a glass skylight. Two elevators are in service, one for passengers, the other for freight.

The structure is typical of many buildings which, by necessity, were taken over by the mortgagee to face an uncertain future. Until recently little had been done to keep the apartments apace with modern building requirements.

Having decided that it was well worth the additional investment to rehabilitate the property, the job was turned over to Sovet and Michel who collaborated with the owners, the American Board of Commissioners for Foreign Missions, in obtaining the most efficient equipment and type of apartment best fitted for this particular neighborhood. Due to the change in living customs over a period of 43 years, the original floor plan



LEFT: "Before" and "After" bathroom scenes present a marked contrast in the standards of today as compared to those of 43 years ago. Changes included tile floors and bases, new fixtures, steel medicine cabinets, and out-of-the-way recessed radiators.

presented quite a problem. At this time there were 42 apartments, including three, four, five, seven and nine rooms. It was decided to divide the seven- and nine-room apartments, thus increasing the total from 42 to 54 units.

The exterior of the building being of substantial stone construction was not altered. The transformation is first seen in the lobby where the Mid-Victorian design of iron scroll-work on doors and elevators along with similar decoration has been replaced by a complete job of restyling in a modern marine design. The center of interest is the elevator doors which represent a seascape and are decorated with heavy sheet aluminum gulls on a radiating pattern in wood veneer. Recessed aquariums with goldfish swimming about in leisurely fashion and ship's lanterns placed at points of interest aid in creating an unusual atmosphere.

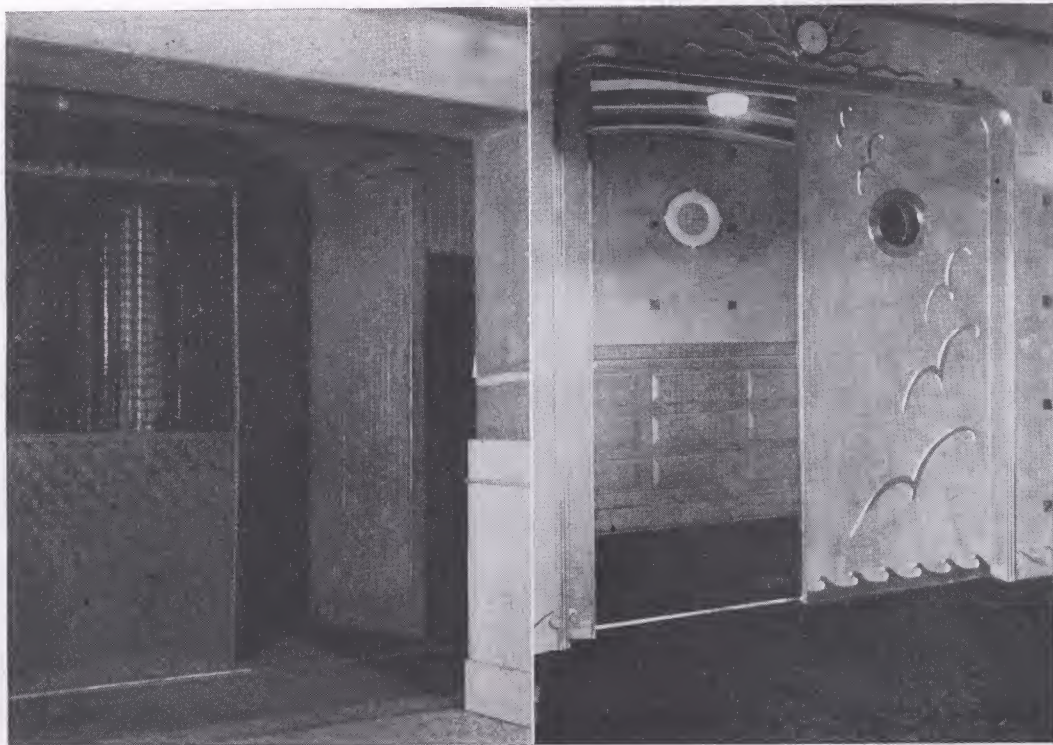
The engine room was equipped with a modern heating plant consisting of a type C Kewanee boiler, McAllear water control, Modern Stoker, external type hot water heater and an especially designed conveyor to load the oversize hopper on the stoker. Steam return and roof tank supply pumps were rebuilt and relocated. There formerly being no sanitary system of refuse disposal an incinerator was installed which handles all refuse in a sanitary and inconspicuous manner. These improvements effect, during the heating season, a saving of approximately \$100 per month in fuel alone.

Bathrooms were replastered and equipped with white tile floor and base, steel medicine cabinets, built-in tubs, lavatories and reverse trap closets. Recessed radiators with a steel grille in front aid in giving a maximum amount of floor space. Installation of the tile base was given particular care to assure the solid adherence of same through many years of service. Steam supply to bathroom radiators was affected by the installation of new risers concealed in the walls. Complete installation of new waste, soil and water supply pipes to replace all the old plumbing was made. Individual valves to control the water supply for each apartment were installed.



ABOVE: The somber old living rooms have given way to light, open areas. Long, dark hallways were eliminated to add size to other rooms; seven and nine room units were divided into two apartments; closet space was increased where storage was inadequate.

RIGHT: The new elevator doors in seascape design done in veneer and aluminum are the center of interest in the modernized lobby. Walls covered in wood block patterns, aquariums in the walls and ship's lanterns add to the marine effect replacing iron grilles.





ONE of the low rambling Mayfair Acre homes which has set an unusually successful style note in Westchester Country New York.

CHAPTER IX—THE BASEMENT QUESTION

7 Out of 8 Choose House With-

ONE of the most successful home developments in wealthy Westchester County, north of New York City, is Mayfair Acres, where 36 houses were sold the first seven months of this year. In contrast with the rather disappointing building activity in this section, the success of Mayfair Acres has been phenomenal. Analysis of this development's features reveals several reasons why it is forging ahead.

In the first place, the prices are right. They range from \$8,000 to \$13,900. Many other builders have made the mistake of getting into much higher brackets. One reason the price of the Mayfair houses is low is that they leave out the basement, where the owner desires. According to Gustave A. Feuerstein, treasurer, their analysis of costs showed that they could save \$500 by leaving out the basement. Seven out of eight people, when told of this fact, decided to omit the basement, either reducing the cost that much or putting the \$500 to work above ground where it would be more productive.

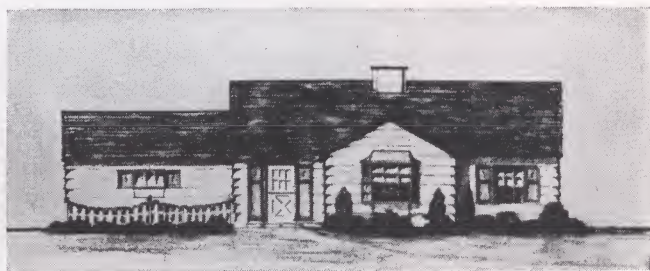
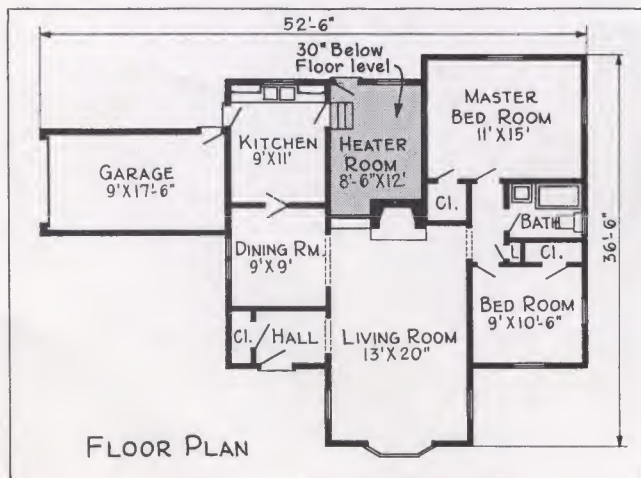
Floors of the basement-less houses are 30 inches above ground. The ground is well tamped and covered with a

two-inch layer of gravel concrete. A heater room of approximately eight by ten feet is usually provided, which has a six-inch concrete floor. The Reynolds Air Conditioning unit is placed on this floor at ground level, and ducts leading to and from the registers are carried with minimum expense and difficulty under the floor joists.

Another feature of Mayfair Acres that appeals to customers is the large plots, the smallest being 100 by 150 feet. The Colonial houses designed by Earl G. Nelson are very appealing and are a major factor in sales.

Still more important in the success of Mayfair Acres is the fact that they have something dramatic to sell. The builders are putting up Reynolds Specification homes, which include fire-safe joists and precast floor slabs, air conditioning with prefabricated ducts, Ecod reinforced plaster base, metallation for insulation.

Mr. Feuerstein is justly proud of the complete home building service rendered by his organization. Several conferences are held with a prospective customer to crystallize his ideas. The preliminary sketches are prepared by Earl Nelson, the architect associated with the company.



SKETCH above and plan, at left, illustrate one of the small basement-less houses now under construction at Mayfair Acres. Floor is raised 30 inches from ground, which is covered with two-inch layer of gravel concrete. Furnace is set in heater room at ground level. Placing of warm air ducts and returns is greatly simplified.

ATTRACTIVE COLONIAL very reasonable in cost. It was designed by Earl G. Nelson and built by Homecraft for Mayfair Acres.



out Basement to Save \$500

By taking the customer through other houses already sold or through the model houses usually open for exhibition, the different requirements of the owner are brought out. Then Feuerstein and his associates guide the home owner through the entire process, drawing the plans, arranging the financing and supervising every detail up to and including turning over the key of the finished house. This plan combines the good features of both contract and speculative building.

At least one model house is kept open for inspection at all times by the simple expedient of securing in advance from a customer permission for his house to be open for a month or some other specified time after completion. Under this arrangement when a house is so

opened advertising features the fact that the owner invites inspection. One of the most recent advertisements shows a picture of an attractive Colonial which has just been finished, with the title, "A Proud Owner Invites You to Visit His Home in Mayfair Acres." The text reads:

"The Newport,' built for a proud owner who has permitted us to show his home fully furnished by Mallary, is a home representing the progress of the 'Homecraft Built' method of building. It is the result of the practical application of a homeseeker's desire culminating in the finished product by competent craftsmen, under the supervision of a staff acting as the owner's personal representative throughout every stage of construction."



THREE VIEWS of heater room and floor construction. At left: looking across from first floor level. Middle: view from floor of heater room looking under house. Right: detail of floor construction.

Costs More Without Basement Than to Build in Regular Way

States **ALBERT E. BILL**
Builder, Detroit



THIS house by Albert E. Bill, a very successful builder of moderate price homes in Detroit, was provided with a full basement at a saving of \$250.10 as compared with same house without basement.

THE house without a basement costs more instead of less than a house with a basement. I make this assertion out of my own experience as a practical builder in spite of claims that the elimination of basements is a means of lowering housing costs.

I have no quarrel with the theories and figures of others. I do know that I can build a modern house with a full basement in Detroit, for a lower cost than I can build one without a basement, if the same utilities and conveniences are to be provided for each house.

I know that there has been a lot of talk about basements being an unnecessary expense in house construction. In these days of oil and gas, heating plants can be placed in alcoves on the first floor level, the basementless house advocates point out. They would accommodate laundry tubs in the same way, thus doing away with the necessity for any basement.

These arguments sounded reasonable to me, until as a practical builder, I compared the actual cost of one house which I built with a basement, with the cost of another using the same set of plans except for the absence of a basement.

I found that instead of making a saving by eliminating the basement, the basementless house actually costs \$250 more than the house with a basement, or \$1.05 more per square foot of floor space.

I have built scores of houses, most of them with basements, but some without, and I find that in Detroit, it is much harder to sell a house without a basement.

This is probably true because besides a financial advantage, the owner of the house with a basement has a recreation room 28 feet long, ample space for heating plant and laundry, rooms for fruit and vegetable storage and a basement lavatory.

The house on which my figures are based sold for \$5,150, exclusive of lot and garage. The basement has an area of 760 square feet and a clear height of 7 feet from the floor to the bottom of the first floor joists.

Here are my figures on the cost of all construction below the first floor joists for this house and for one like it, without a basement:

Practically all of the excess cost in the house without

Items	House With Basement	House Without Basement
Trench Excavation	\$ 15.90	\$ 38.70
Cellar Excavation	69.00
Concrete Footings	68.00	68.00
12" Foundations (exterior).....	200.00	80.00
8" Foundations (interior).....	63.40	33.00
6" Foundations (terrace).....	23.00	23.00
4" Partitions	12.00
Chimneys	33.05	13.10
8"x8" Reinforced Concrete Column.....	7.50
8"x8" Reinforced Concrete Beams & Lintels.....	19.60
Lintels over basement windows.....	5.00
4" Concrete floor.....	91.00
Basement stairs.....	35.00
Windows, Doors and Frames.....	45.00
Electric Wiring and Fixtures.....	24.00
Insulation for First Floor.....	61.00
Added charges to Basementless House to provide space for utilities:		
Utility Room—12x16 feet—10' high.....	384.00
Extra plumbing vent stack for laundry tubs.....	38.00
Tunnel for heating and plumbing pipes.....	72.00
Extra for change in type of heating plant.....	128.00
Contractor's profit (10%).....	71.15	93.90
Total of cost items (including profit).....	\$782.60	\$1,032.70
Excess cost of basementless house.....	250.10
On a square foot basis, the comparison is as follows:		
House with basement, \$5,150 divided by 2115 square feet—		
Cost per square foot.....	2.44
House without basement, \$5,400.10, divided by 1547 square feet—		
Cost per square foot.....	3.49
Excess cost per square foot of basementless house.....	1.05



RECREATION room in the basement of Albert E. Bill house. This beautiful and useful space was provided not only FREE but at a substantial saving, according to the builder's detailed figures, shown on opposite page.

a basement is due to changes necessary to provide for the heating plant and laundry facilities. The house with a basement has 568 square feet more floor area than the basementless house. This is represented by the total area of the basement, less the 12 ft. x 16 ft. utility room required when the basement is eliminated. This can be provided in only one of two ways. It must either be added to the first floor space, in which instance the area for other purposes is unchanged, or taken away from the floor space for other purposes, resulting in cramped quarters.

As a builder my job has been to build what people want. I try to give them all the house I can for the money. All my opinions in favor of houses with basements have come from the people who have bought my houses.

In my house on which I made the comparative cost figures, the basement included a large recreation room where the young folk can dance on a waxed concrete floor or play games. This saves wear on the living room rugs and furniture.

The same recreation room provides a winter or rainy day play room for the children. On winter washdays clothes can be dried in this clean basement room, and laundry work can be done without steaming up the first floor rooms.

Of course a basementless house presupposes the use of oil or gas for fuel, because it is difficult to provide coal storage space without a basement. A basement permits the use of coal or any other type of fuel. In the basement on which our figures are based, dust-tight con-

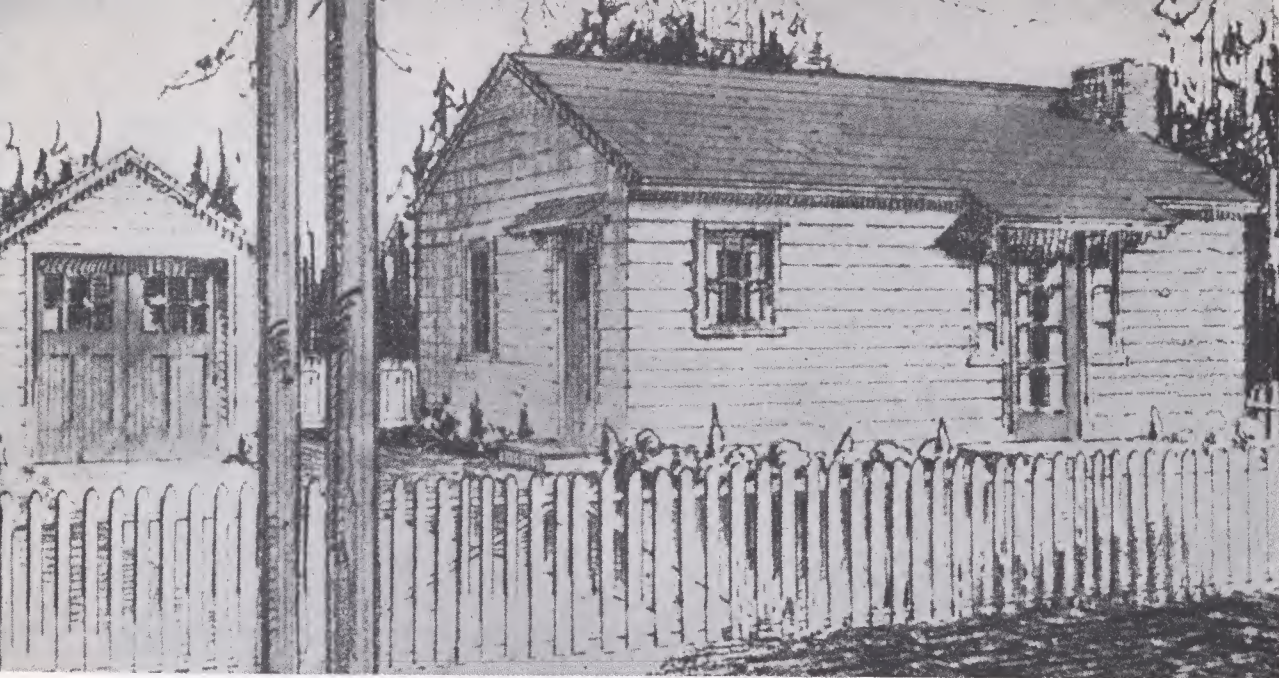
crete partitions around the coal bin prevent any dust from filtering into the laundry or recreation room.

The basement area also provides room for a work bench and tools, space for the storage of toys, bicycles, the baby carriage, and all the miscellaneous articles which any family accumulates. Then there is the unquestioned advantage of a comfortably warm first floor, when a basement is provided. A moderately warm basement saves fuel and increases the winter comfort of the first floor rooms. In northern climate special insulation is required to prevent cold floors where there is no basement.

People who buy homes in Detroit seem to want basements. In fact, they regard a basement as a very necessary part of the house, worth more even if it costs less.

"In the September American Builder appeared an article (See pages 182 and 183) entitled '7 Out of 8 Choose House Without Basement to Save \$500' which all of us here have read with a great deal of interest and I may say in some cases with a great deal of perturbation. Naturally we are wondering if there is any basis for this alleged saving. It may be that it costs more to build a basement in some sections where bedrock comes close to the surface and it is necessary to do a lot of blasting. It has been our observations, however, that most of the people who think it costs them less to build a house without a basement are only kidding themselves.

"I wish you would take the time to read the accompanying article, written in our office from data supplied by Albert E. Bill a very successful builder of moderate price houses in Detroit. This article has been submitted to Mr. Bill who has returned it with his o.k."—W. G. Kaiser, Manager, Cement Products Bureau, Portland Cement Association.

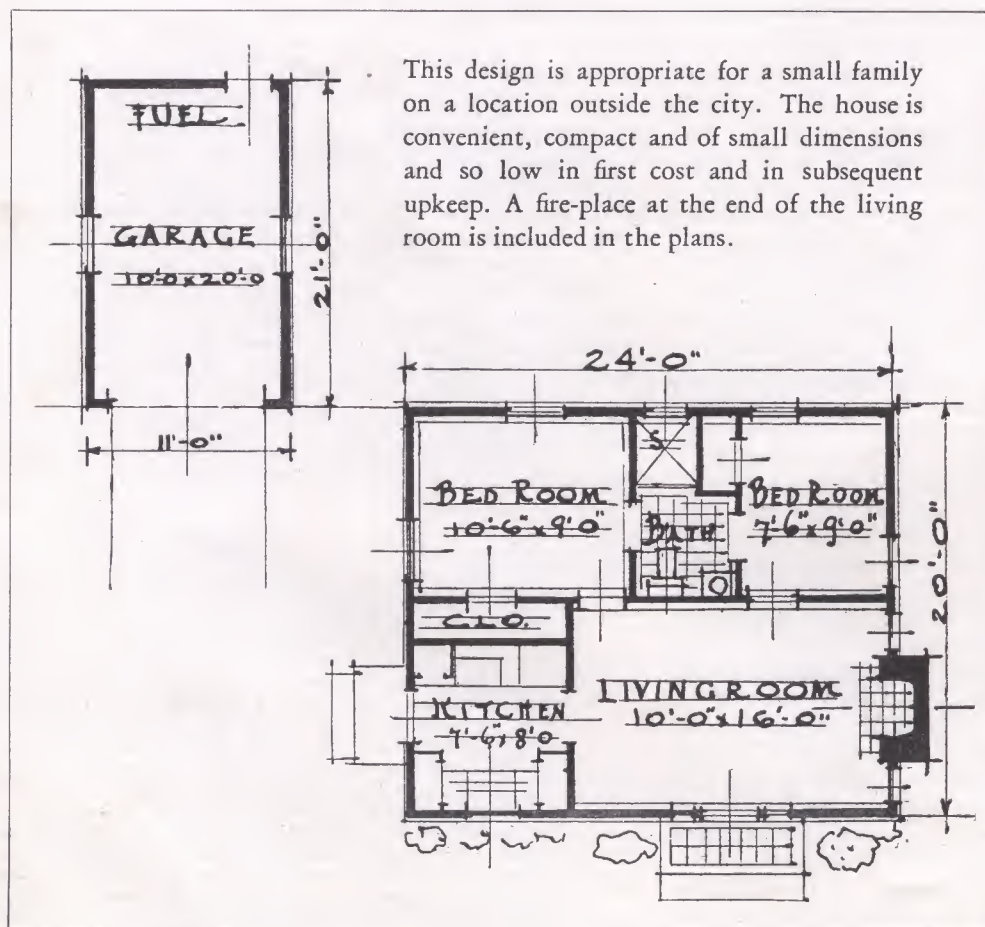


EARLY American cottage, No. 402, designed by F. M. Smith, Jr., and offered by the West Coast Lumbermen's Assn., 364 Stuart Bldg., Seattle, Wash. This is one of the designs in the pamphlet, "Four Low Cost Homes of Architectural Merit." Cost Key is .617-88-480-21-9-6.

CHAPTER X—PLANS FOR LITTLE HOMES

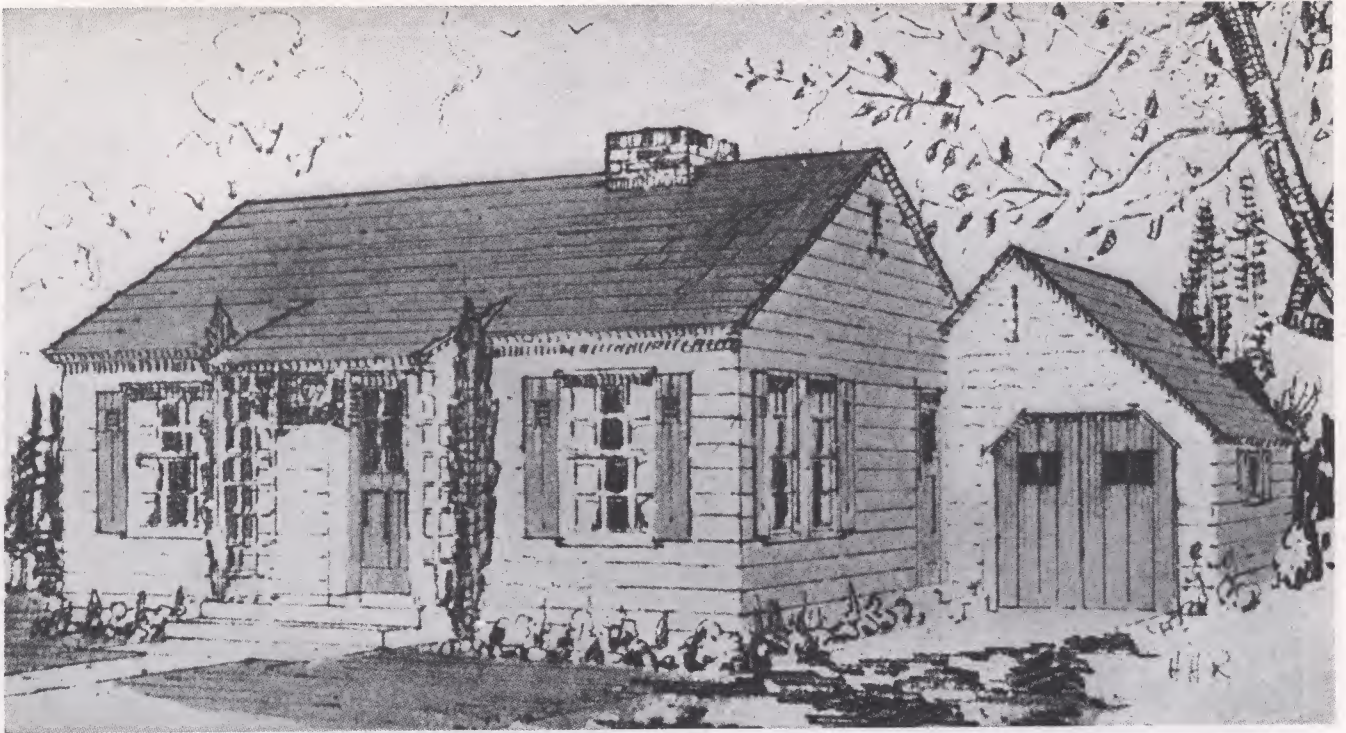
LITTLE HOUSE, BIG VALUE

Lots of Homey Comfort
Here at Small Cost

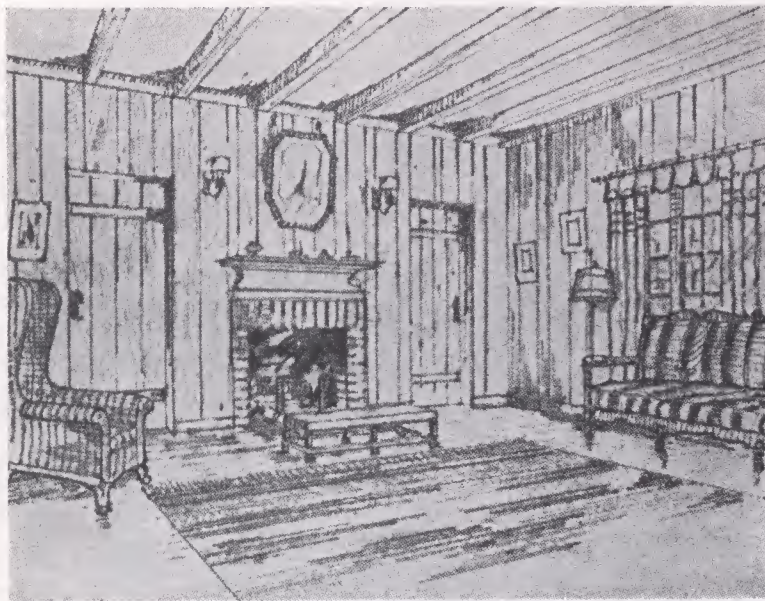


THIS little house was designed by an architect for his own family consisting of two adults and two small children. He solved the problem inexpensively in a most practical way, creating a graceful, harmonious design without pretense.

Floor plan shows that every inch of the space in 20 x 24 feet is fully used. This is an extremely low cost house to build, and one in which the upkeep charged will be very low.



NEW England cottage in modern style, design No. 403, by H. H. Riley, Architect, offered by the West Coast Lumbermen's Assn., 364 Stuart Bldg., Seattle, Wash. A successful effort to produce a truly low cost home of architectural merit. Cost Key is .983-138-(588)-(27)-15-10.



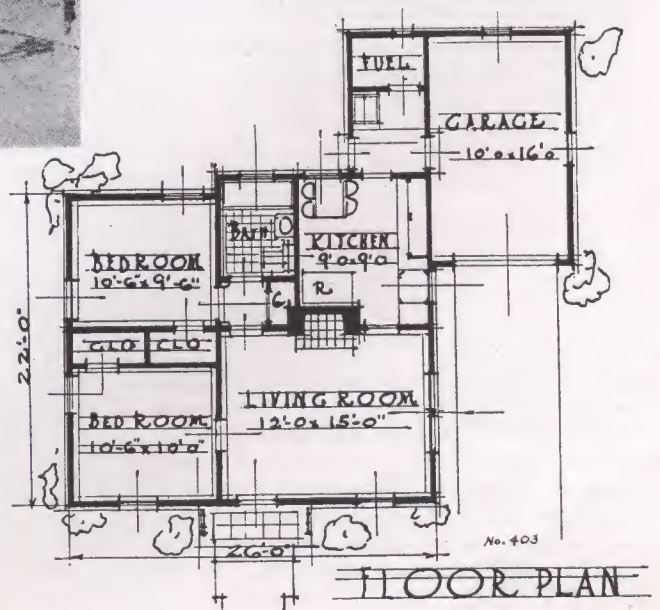
SUITED either to the city lot or suburban acreage, this four-room modern house with bath and attached garage will provide the average American family with room, comfort and convenience. At the same time the exterior will reflect to the public the good taste and discrimination of the owner.

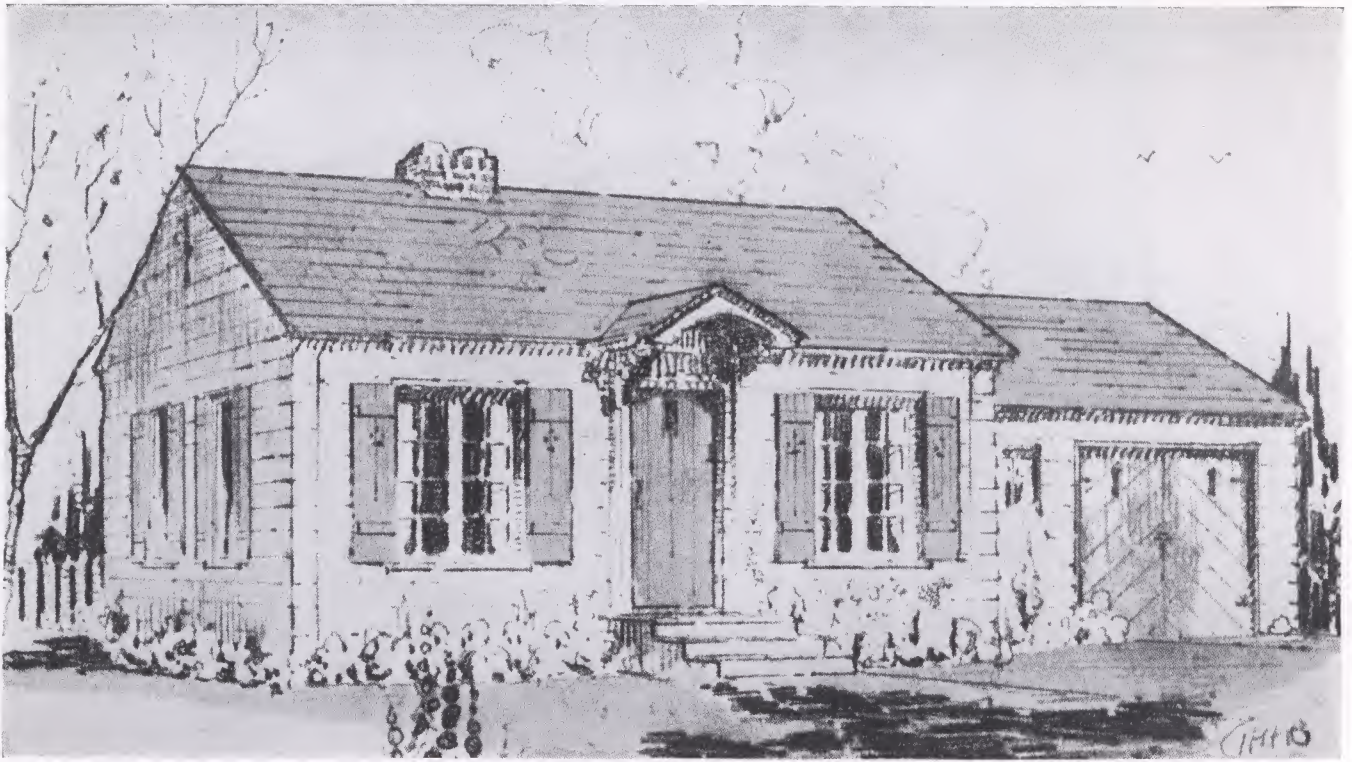
ABOVE is architect's sketch of the living room, while to right floor plan shows that this home will appeal to the former apartment house dweller because of the compact arrangement of necessities.

MONEY SAVER

Four Rooms, Bath and Attached Garage Spell Design

THE special features of this four-room and garage basementless house are good architecture, no waste space, convenience of garage, laundry and fuel room. The sponsors suggest that either 4-inch, 6-inch, 8-inch or 10-inch western red cedar beveled siding may be used on the exterior.

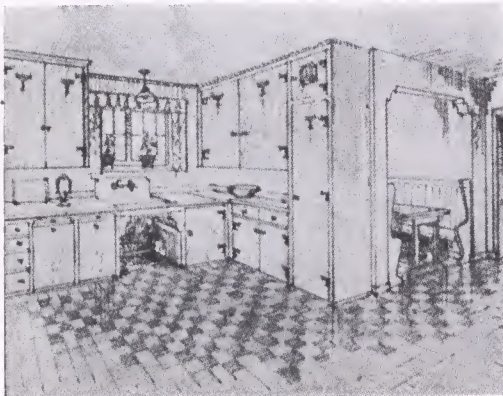




HOUSE No. 301 offered by the West Coast Lumbermen's Assn., 364 Stuart Bldg., Seattle, Wash., is one of the designs in the pamphlet "Four Low Cost Homes of Architectural Merit" and was designed by H. H. Riley, architect. Cost Key is .876-130-(515)-(24)-13-10.

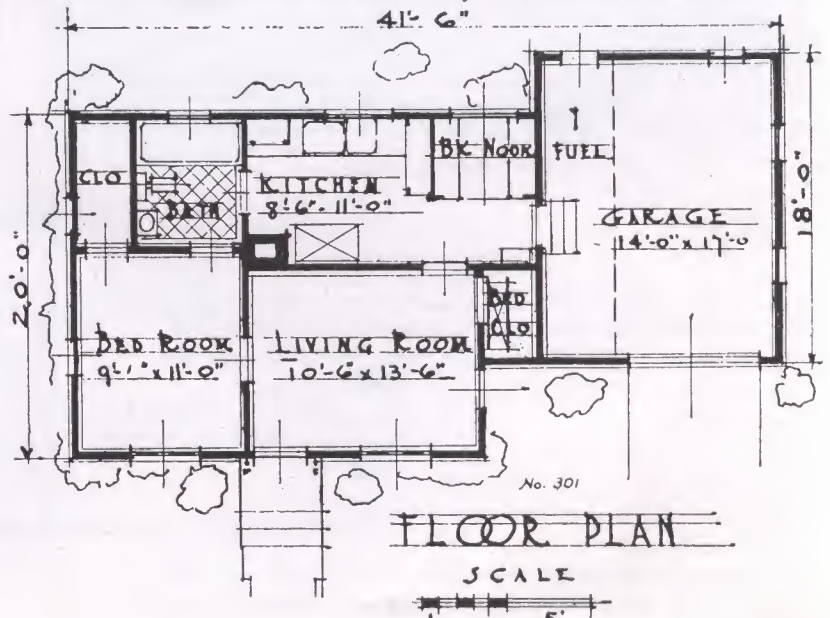
WESTERN STYLE COLONIAL

Three Rooms, Bath and Attached Garage with Breakfast Nook and Bed Closet Solve Low Cost Problem

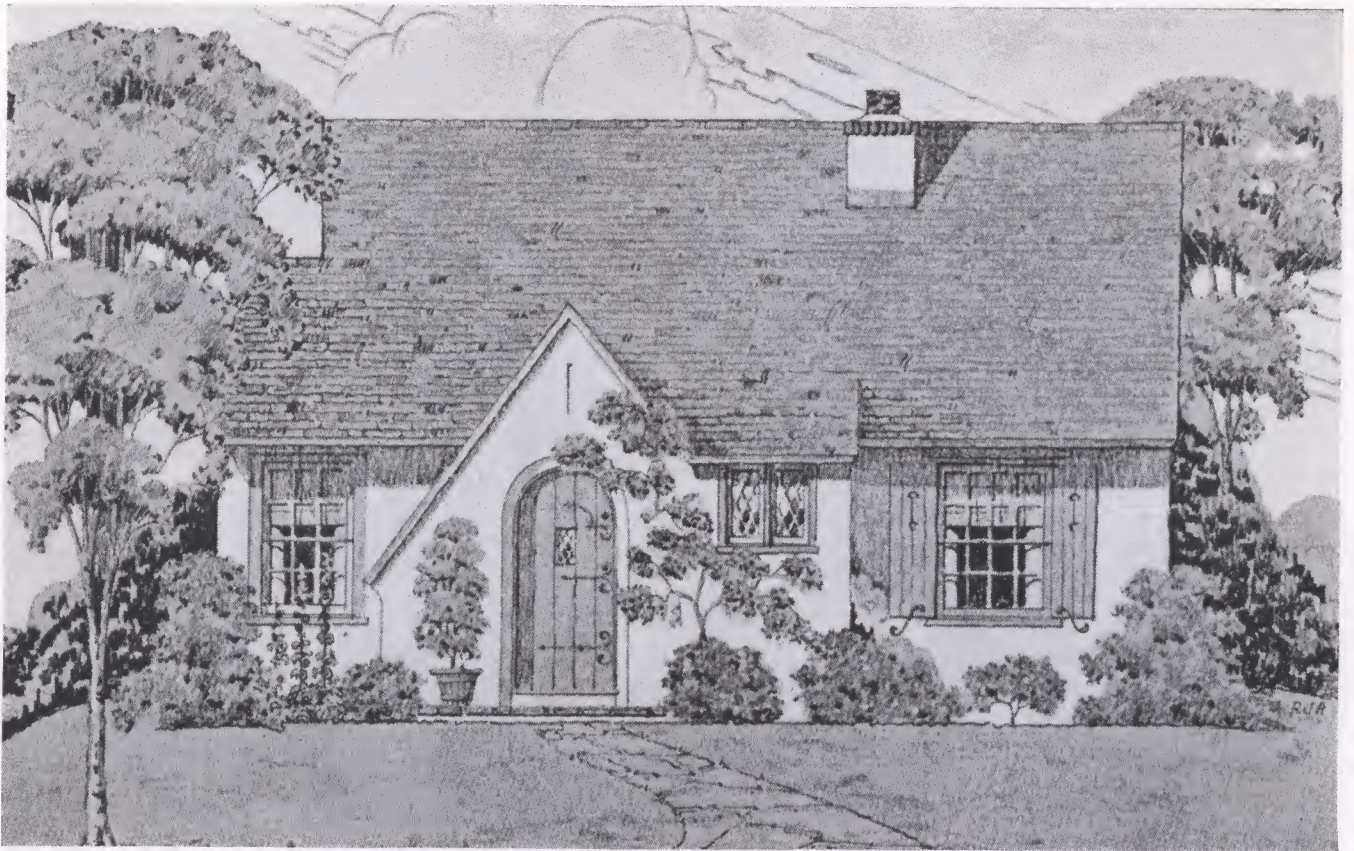


SKETCH showing attractive kitchen with built-in cases and breakfast nook.

OUT of the experience of an architect who designed and built many practical small homes was developed this unusual combination of low cost, pleasing architecture and modern feeling. This "simple Colonial" is offered as the lowest cost house of this group of low cost units. It is a home for two at a total cost not greater than the amount needed to buy a fairly good automobile, and it has a garage, bedroom, kitchen with nook, two closets, one large enough for a bed, and a bathroom. The bed closet in the living room may be eliminated and an allowance made for a stairway to the attic, if desired.

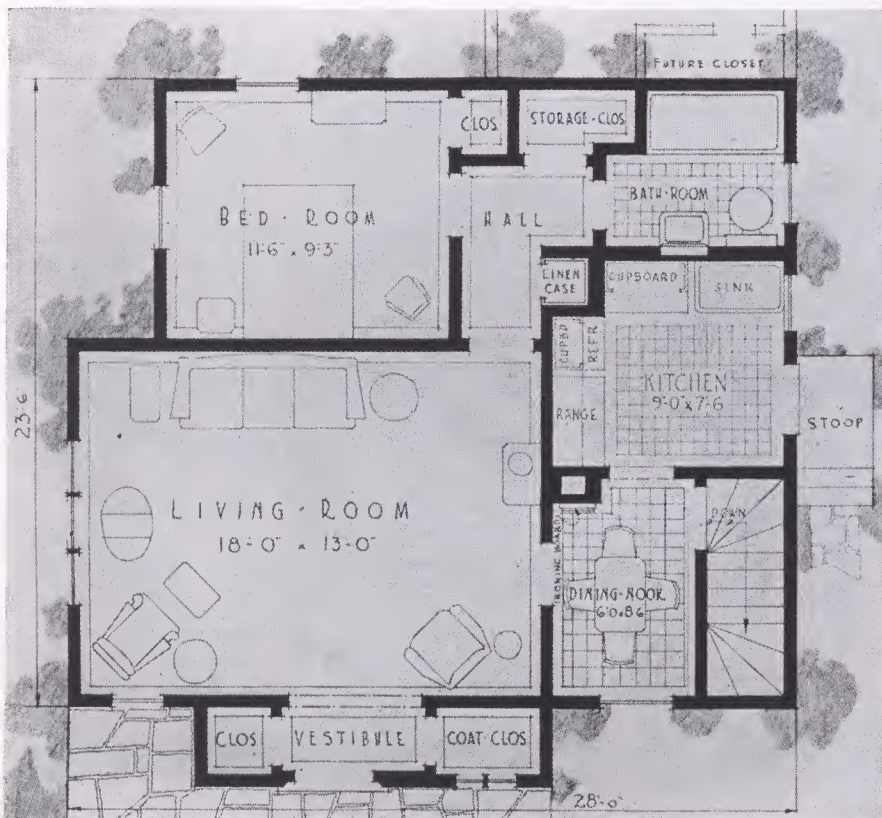


LOW cost and economy of operation were the first considerations in this plan and exterior design. It is intended for a home with suburban acreage for two people with the living room bed closet to care for guests. The garage is attached; entry is through the kitchen and, as the family grows, the garage may be converted into another room with basement, if required, underneath.



A CAREFULLY planned small home with large living room, ample bedroom and modern kitchen-dining nook combination. This is Plate No. 1, "Key Homes" from the architectural department of the Curtis Companies, Inc., Clinton, Iowa. Cost Key is .937-110-669-29-13-10.

CHARMING COTTAGE OF 4 ROOMS



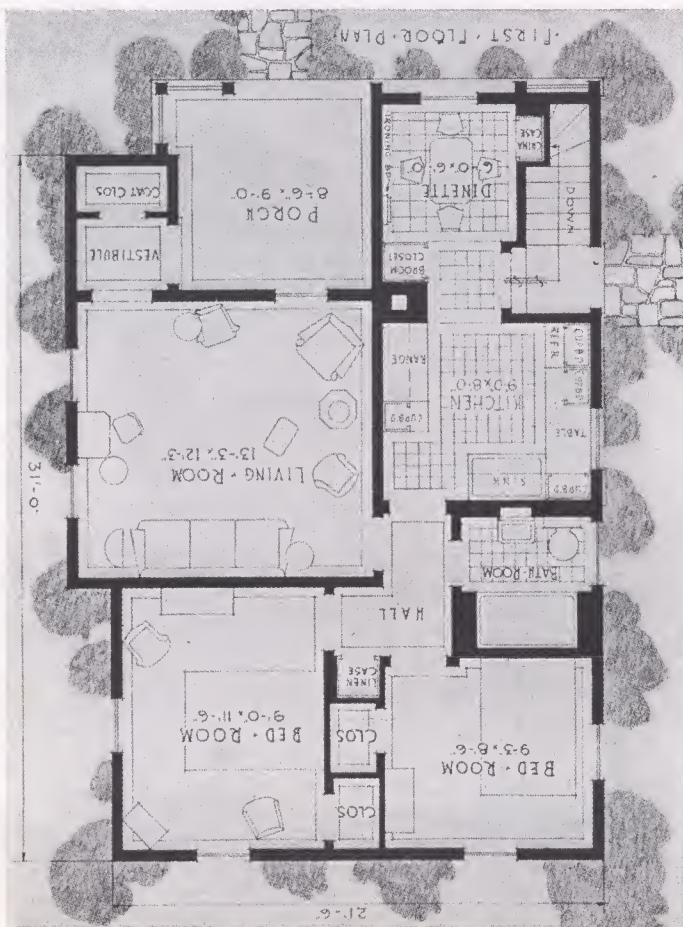
Quaint English Lines Style This Good Plan

REGARDLESS of the type of houses built next to it, this home will surely stand out. Taking a primary part of this prominence is the outstanding entrance with the slab circle head door. A most popular feature is the ample living room which is made to appear even larger than it is by the arched opening through the dinette. An extra bedroom is suggested at the back opening through the storage closet from the hall. This could be added later on without altering the original wall or roof.

This house could easily be turned into one of the popular new idea basementless houses by using the space indicated for cellar stairway as a utility room opening out of the kitchen. This, floored with concrete, could nicely accommodate the heating plant and fuel bin.



ONE of the most popular of the "Key Homes" sponsored by the Curtis Companies, Inc., Clinton, Iowa, is this four-room, bath and dinette design (Plate No. 6). It contains 13,850 cubic feet with full basement and 8,386 cubic feet without basement. Cost Key is .987-116-666-29-14-12.

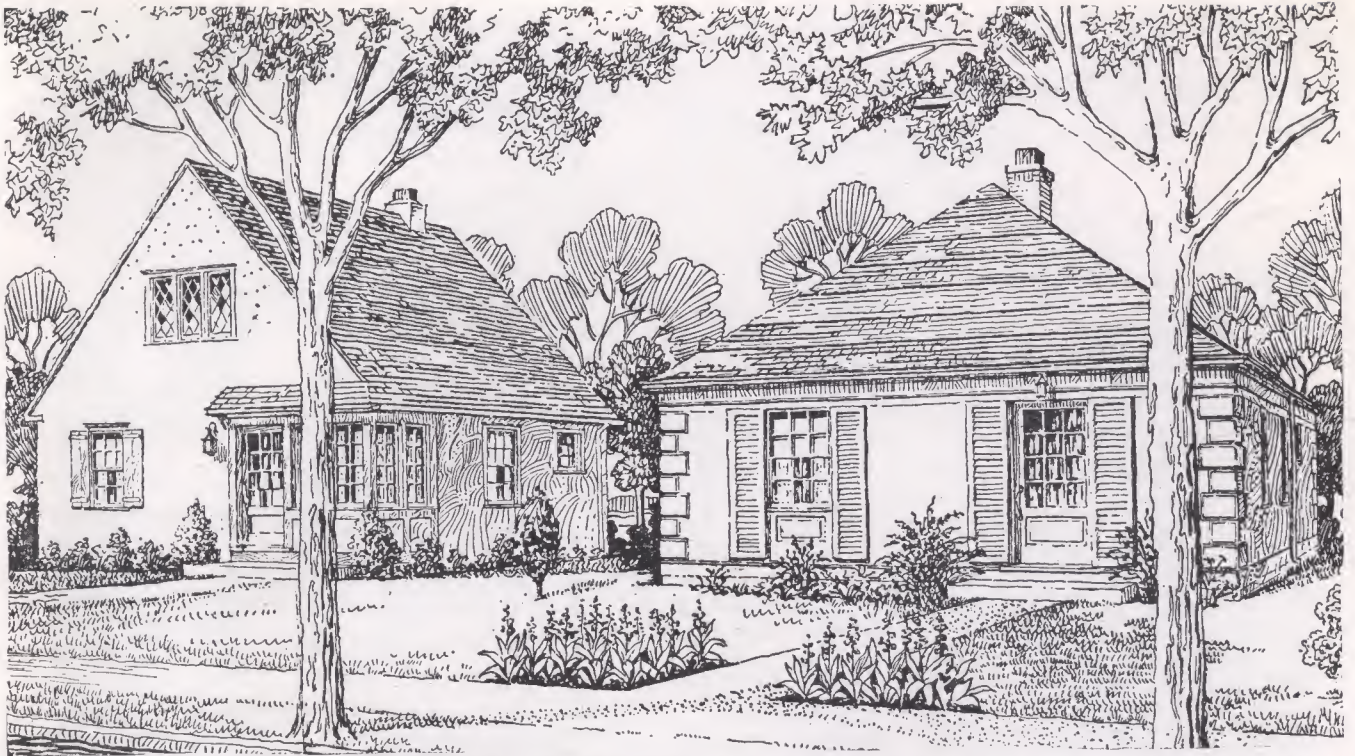


SMALL-BUT OH MY!

Clever Planning Puts a Lot of Usability and Style into this 21½ by 31 Foot House

SOMETHING just a little different than the "ordinary run of things" is the semi-enclosed porch of this attractive cottage. Screened during the summer and glassed in for the colder months the porch could truly be made a part of the house. Literally seeming to hug the ground, this home would give the amateur gardener ample opportunity to try his talents at landscaping. Crimson ramblers or Dorothy Perkins on the front trellises would contrast beautifully with the green roof.

The plans give optional treatment for the basement of this little house, one arrangement calling for only the space below kitchen and dinette to be excavated, which is plenty large for a small, modern heating plant or for a cold storage cellar. The other arrangement provides for excavation under the entire structure except for the front porch. If it should be decided to build this house without any basement at all, the space indicated for cellar stairway could be turned into the utility room with concrete floor at-grade level to house the heating plant and laundry tub.



A STREET scene out of one floor plan suited to two different exteriors. The gable roof is Design No. 509B, the hip roof to right No. 509A, both from the Architectural Dept. of the Northwestern Lumbermens Assn., Minneapolis.

MATERIALS and equipment specified by the architects for the two houses illustrated above are as follows:

Exterior Walls: 509A has walls of flooring laid in white lead vertically with wood quoins applied over this sheathing at corners. 509B has walls of stucco on metal lath over frame. Insulation in both houses.

Roof: Either composition or stained cedar shingles.

Interior Trim and Walls: 509A—painted trim, wall paper in living room, balance smooth plaster walls painted. 509B—stained trim in living room, balance of walls smooth plaster painted.

Floors: Linoleum in kitchen and bath, balance hardwood.

Mechanical Equipment: Tub, size 4½ feet; 3½ foot sink; laundry trays in basement. Warm air heating system. Number of electric outlets—509A, 25 outlets; 509B, 30 outlets.

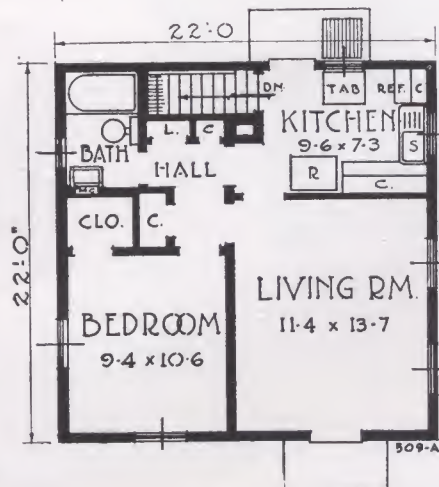
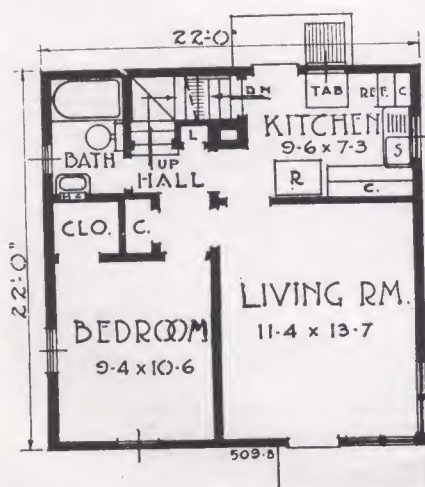
Suggested Exterior Color Scheme: 509A—white walls buff trim; olive green sash; dark green roof. 509B—ivory stucco; brown trim; ivory sash; brown roof.

2 HOUSES—SAME PLAN

Gable and Hip Roof Design Over Same Square, Three-Room Cottage Plan

COST KEY of Design No. 509B is .698-88-484-21-11-8.

COST KEY of Design No. 509A is .626-88-484-21-8-7.



NOTE that the only difference in these two floor plans is that the gable roof plan has a stairway going up out of the back hall, taking the place of the small closet. By using winders this stair works in successfully. A large, well lighted second floor room is one advantage of this design.

HOME IN TWO STEPS

First Unit Is Three Rooms; Wing Adds Two More

THIS home may be built in two units. The eighteen by twenty-two section is complete in itself and if erected alone would appear as the house at the right, the door being roofed with a hood. Shaded area shows the second unit. With either one or both units the appearance will be entirely satisfactory.

MATERIALS AND EQUIPMENT

Exterior Walls: Standard (16") cedar shingles, stained or siding painted. Insulation.

Roof: Heavy weight asphalt shingles, laid American method. Optional, stained cedar shingles.

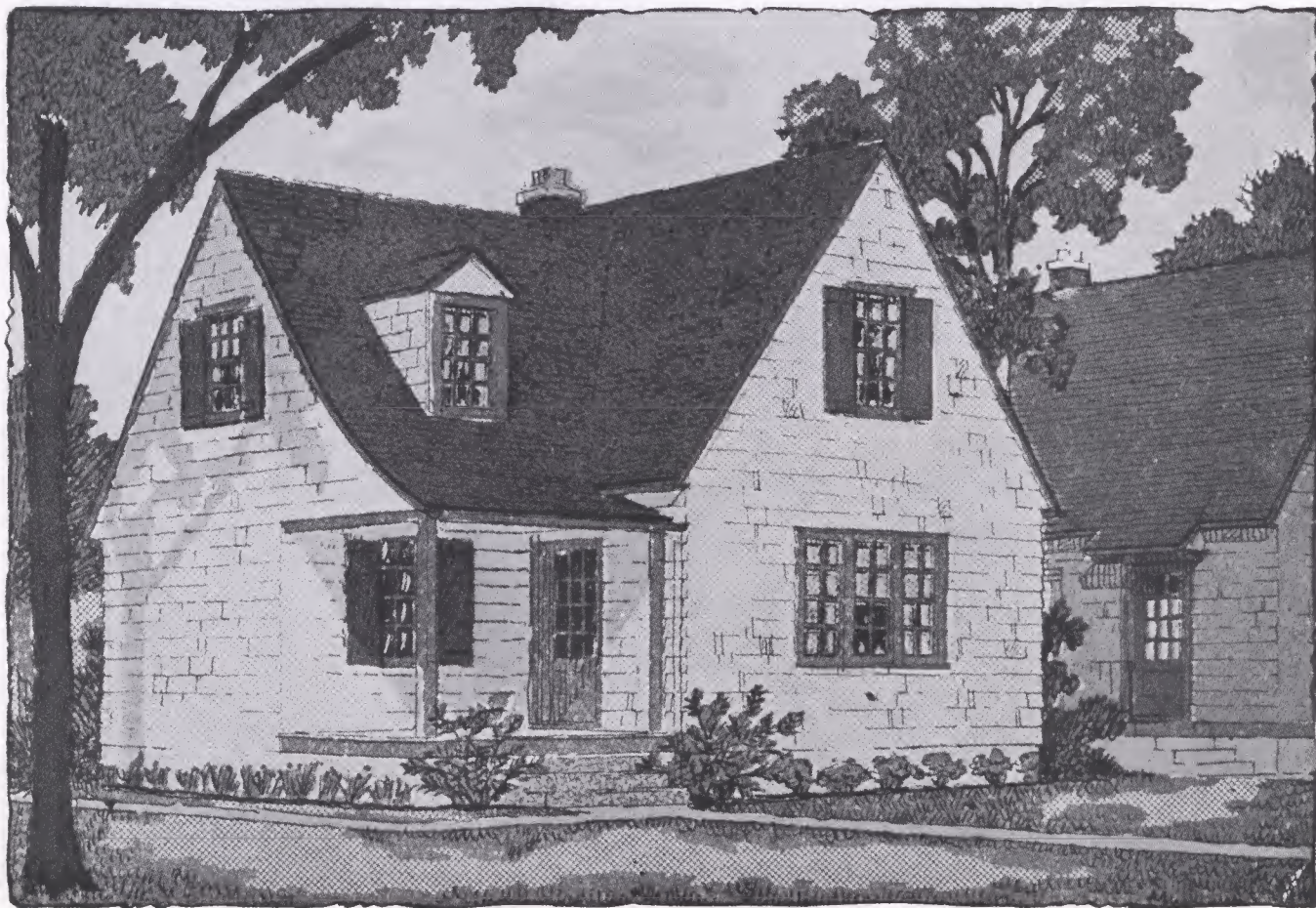
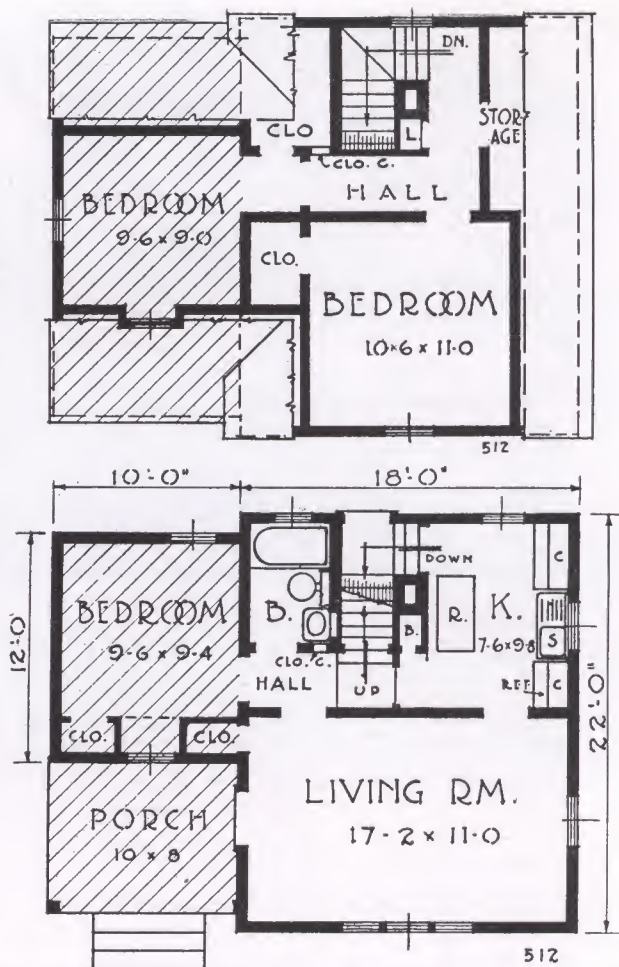
Interior Finish and Walls: Stained trim in dining room, balance painted or enameled. Walls plaster painted or composition board.

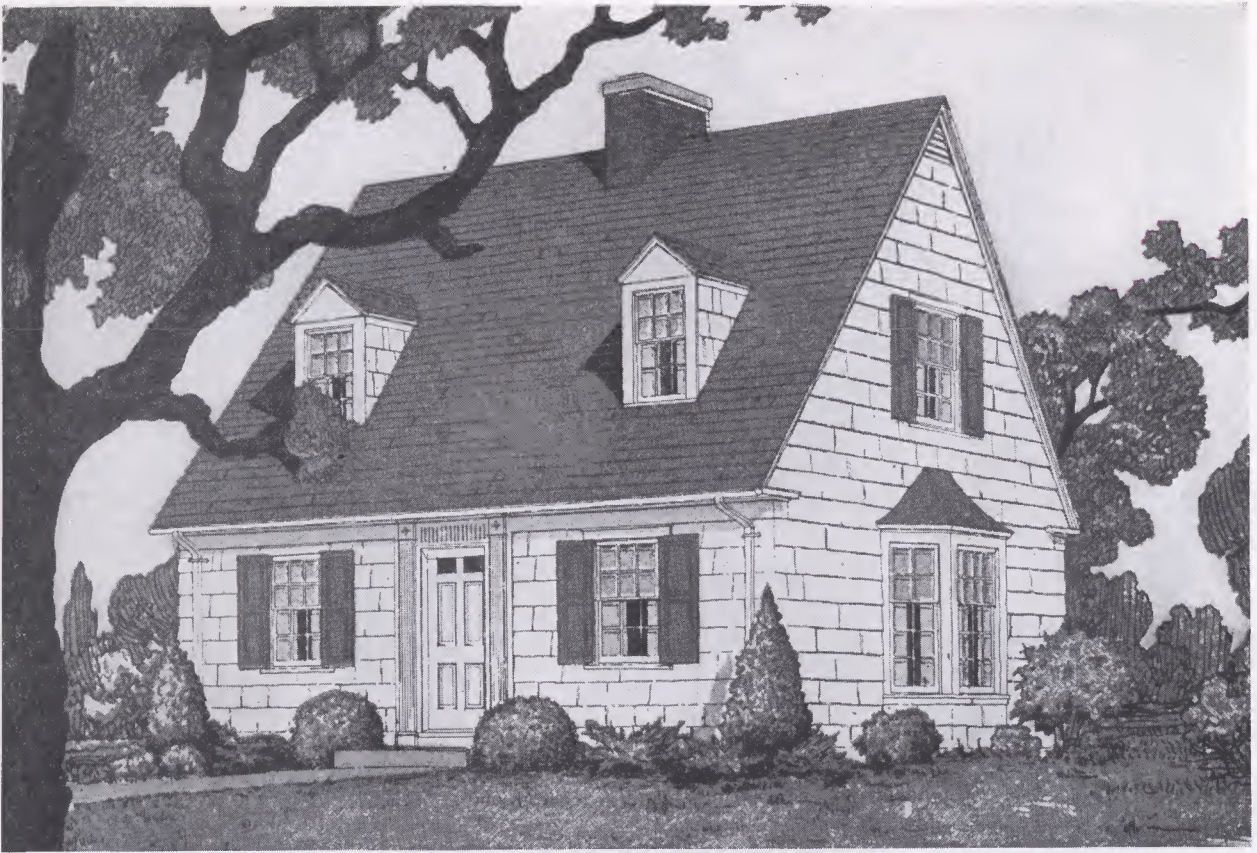
Floors: Hardwood floors, linoleum in kitchen and bath.

Mechanical Equipment: Recessed tub, 4½ foot size; 42 inch sink; laundry trays in basement. Warm air heat. Electric outlets, both units, 34.

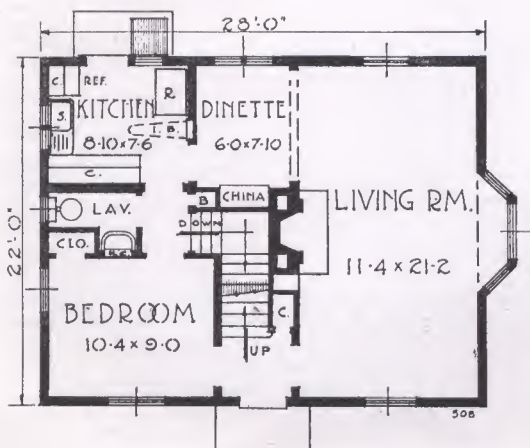
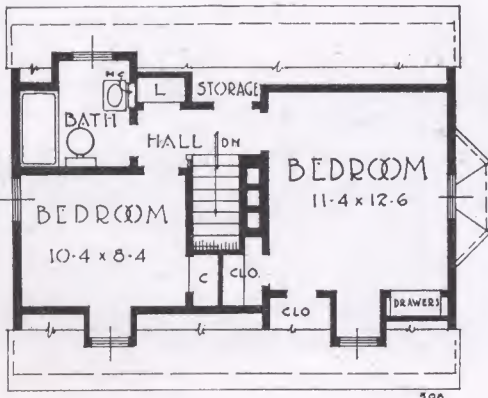
DESIGN No. 512 from the Architectural Dept. of the Northwestern Lumbermen's Assn., Minneapolis, Minn.

Cost Key is 1.128-100-516-23-14-11.





POPULAR and attractive Colonial home design produced by the Architectural Dept. of the Northwestern Lumbermen's Association, Minneapolis, Minn., design No. 508. That this is not an expensive house to build is indicated by the following Cost Key: 1.314—102—648—28—15—13.



NORTHWESTERN COLONIAL

Five Rooms and Bath with Six Room Efficiency, Bedroom and Lavatory Downstairs, Are Popular Features

A POPULAR type, the steep roof is effective. Colonial detail is followed throughout with nice results. The ground area is small considering the accommodations provided. There is one dormer in rear for bath. The first story bedroom would make a nice office if such a room were required.

Materials and Equipment

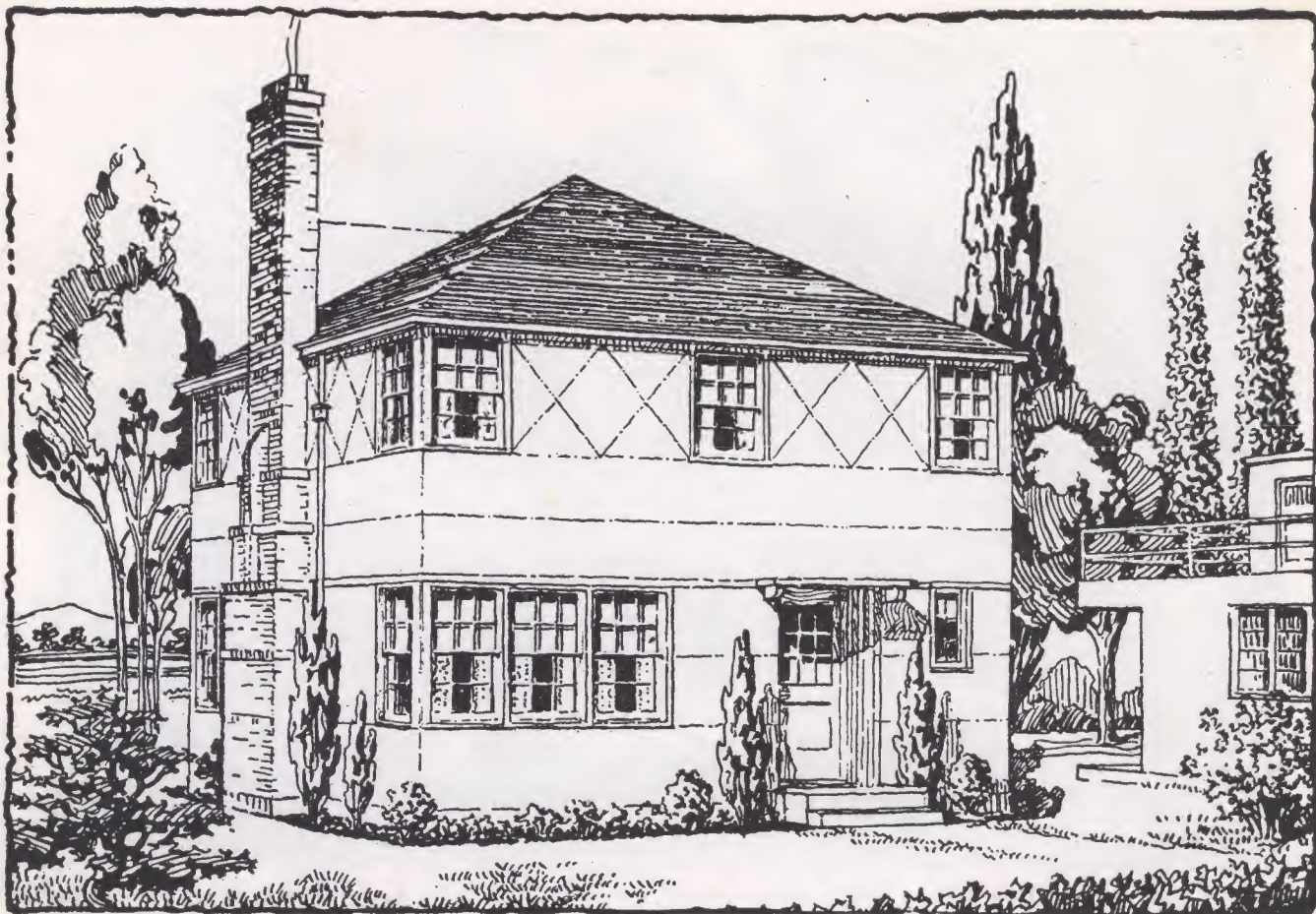
Exterior Walls: Frame, 24 inch shingles; insulation. Optional—wide bevelled siding or stucco.

Roof: Stained cedar shingles. Optional—asphalt shingles.

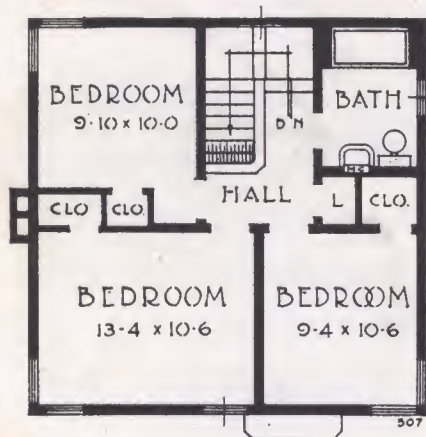
Interior Trim and Walls: Enameled trim throughout except in dinette. Knotty pine walls and trim in dinette. Wallpaper in living room, painted plaster in other rooms.

Floors: Hardwood floors except in bath, lavatory and kitchen—linoleum in these rooms. Optional—tile floor in bath.

Mechanical Equipment: Tub 5 foot recessed, with shower; sink 42 inches; laundry trays in basement. Heating, forced warm air or pressure hot water. Air conditioning desirable. Number of electric outlets 66.



SUBSTANTIAL six-room home in conservative modern style, design No. 507 from the Architectural Dept. of the Northwestern Lumbermen's Assn., Minneapolis. Cost Key is 1.250-96-576-25-18-9.



NORTHWEST MODERNISM

Old Reliable Square Economy Design Gracefully Takes on Modernism

IN CONSERVATIVE modern style, the home builder can obtain the most usable space possible with this design. It measures only 24 by 24 feet. Materials and equipment are as follows:

Exterior Walls: Frame cement stucco on metal lath, insulation. Optional—bevelled siding, not as effective, however, as stucco for this design.

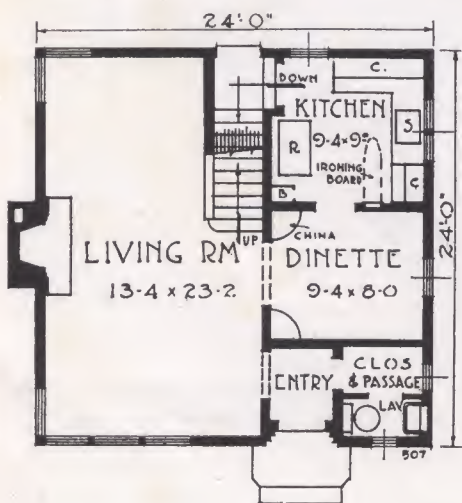
Roof: Heavy composition shingles in one color, every sixth or seventh course emphasized by inserting strip. Optional—stained shingles.

Interior Trim and Walls: There are many possible color schemes for the modern interior. Much depends upon furniture to be used. Trim may be either enameled or stained in living and dining rooms, enameled elsewhere. Walls smooth plaster painted. For living room ceiling beveled insulating tile would be effective with cornice of same material.

Floors: Hardwood except in kitchen and bath; linoleum in kitchen; tile in bath.

Mechanical Equipment: Tub, 60 inch, recessed with shower; built-in flat rim sink 22" x 30"; laundry trays in basement. Heating—either hot water or warm air with air conditioning equipment. Number of electric outlets 55.

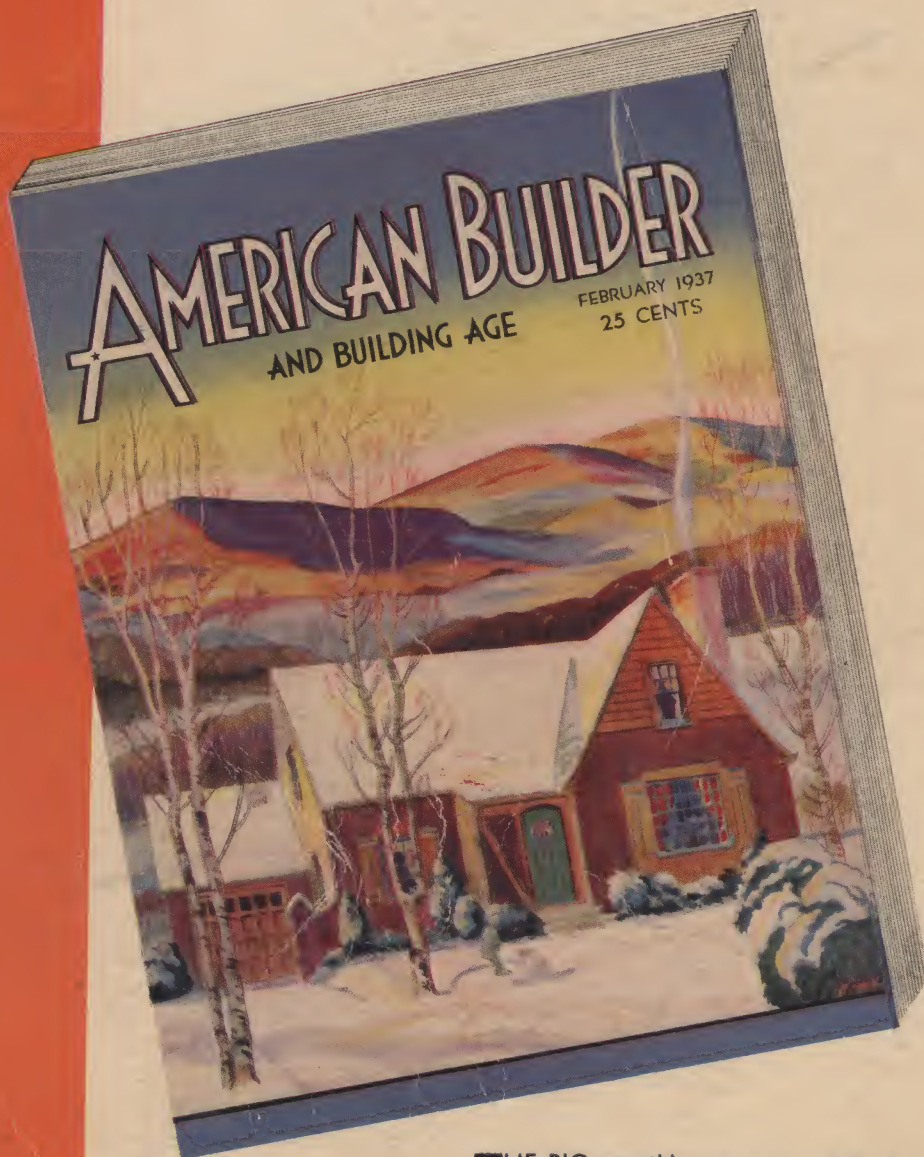
Suggested Exterior Color Scheme: Green roof; buff stucco; jade green trim; black sash.





WATER COLOR by L. E. ARENT of small home of outstanding beauty, designed by Paul Schulke, Architect, and built by Coles A. Doty, Contractor, at Wantagh, Long Island. See pages 14 and 15 for working plans.

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